

CHEMIST & DRUGGIST

INCORPORATING RETAIL CHEMIST

Your hot line to service



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the national company with the local service

**PSNC agrees
proposals for
planned
distribution**

**Unichem's third
consumer
competition**

**Pay award
for hospital
pharmacists**

**Scottish and
Welsh election
candidates**

We'd like to rub in a few facts about

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Deep Heat is more heavily advertised than any other muscular rub.

Deep Heat is the only muscular rub to have been selected by the Scottish Football Association for the World Cup in Argentina.

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Deep Heat is on the General Sales List and can be placed anywhere in the pharmacy.

**Deep Heat. The proven answer to
muscular pain.**



The Mentholatum Company Limited, Longfield Road, Twyford, Berkshire RG10 9AU.

CHEMIST & DRUGGIST

Incorporating Retail Chemist

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Editor Ronald Salmon MPS

Assistant Editor Adrienne de Mont BPharm MPS

Technical Editor Graham Thorne BPharm MPS

Beauty Editor Kim Pearl

Information services Ivan Cotgrove

Advertisement Manager Peter Nicholls JP

Director Arthur Wright FPS DBA

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Midlands 240-244 Stratford Road, Shirley, Solihull,

West Midlands B90 3AE 021-744 4427

North east Permanent House, The Headrow, Leeds LS1 8DF.

0532 452841

Scottish 74 Drymen Road, Bearsden, Glasgow

041-942 2315

North west 491 Chester Road, Old Trafford, Manchester M16 9HF

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20 May 1978

COMMENT

Planning need

It is clearly good news that the profession has moved a step nearer to a planned distribution of pharmacies. The main points of a comprehensive proposal drawn up by the Pharmaceutical Services Negotiating Committee and the Pharmaceutical Society were outlined by PSNC member David Coleman last Sunday (p821) and hopefully there will be sufficient unanimity in the profession this time to persuade the Government to enact any necessary legislation.

The proposals have a negative—not to say "protectionist"—side but this would be used to the public good in conjunction with positive incentives to encourage expansion of pharmaceutical services into new areas.

The urgency and importance of this expansion was brought sharply into focus this week by a *Woman's Own* survey (p799) which showed that the pharmacist is "a very much under-used source of information."

The survey provided disquieting statistics concerning the help given to patients by doctors concerning dosage, side effects, urgent prescriptions, drug interactions (particularly with OTC medicines), etc. But the pharmacist can only be on hand to fill the gap if his pharmacy is properly sited and viable—and that is a matter for the Department of Health to resolve, quickly!

Figureheads

We suspect that Mr Coleman's remarks stressing that Alan Smith constitutes chemist contractors' "paid negotiator"—and we would agree a very able one at that—may have been in part directed at our weekly columnist Xrayser (p803). In fact, Xrayser has already acknowledged Mr Smith's function (April 29, p659), but in doing so he argued that powerful leadership could only be based on public recognition of the pharmacist's role. Every resource should be put into continuous and widespread programmes of publicity, he said, so as to build an informed public opinion of the profession's work and worth.

It has become evident since Miss Tomison's departure from the Pharmaceutical Society that the membership generally has welcomed the higher level of publicity the profession is now securing, and Council's prompt action in advertising for a successor (p799) obviously recognises the need for the momentum to be sustained. But at PSNC the need is just as strong, as acknowledged by the retention of public relations consultants and the formation of a publicity subcommittee.

Xrayser, however, has highlighted the need for "leadership"—which we believe to be a prerequisite for good publicity. The Press and television cannot interview "a committee", and pharmacy needs to have "strong men" who can stand up locally and nationally on its behalf. In the case of unions it may be the general secretary, the president, or both. Who it is does not matter, but a figurehead with popular support is demanded if both the membership (contractors) and the public are to be swayed in their opinions and actions. We trust PSNC will always bear that in mind.

Agencies

After Savlon, Revlon! The latter's new flirtation with Sainsburys (p798) is not exactly what chemists had in mind when the agency houses were asked to give independents equality with multiples in respect of their top sellers—first by Graham Walker in his *C&D* article, and subsequently by the NPA. The latter report this week that they are arranging meetings with twelve leading houses over the matter of supplies through wholesalers. We imagine NPA side will have a lot to say!

PSNC agreement on planned distribution

Restriction of NHS contracts in areas where there are health centres or group practices of three or more doctors is being recommended by a joint working party of the Pharmaceutical Services Negotiating Committee and the Pharmaceutical Society. This method of "planned distribution" is preferred to the alternative proposal for "open" and "closed" areas for the establishment of new pharmacies, and it would be backed by financial incentives for both opening and closing of pharmacies in appropriate cases. The working party report has been accepted by the PSNC but has yet to be considered by the full Council of the Society; once both bodies have given their approval other organisations (such as LPCs) will be consulted.

The outline of the report was given by Mr David Coleman, PSNC member for Region 3, at a briefing meeting last weekend for the region's LPC chairmen and secretaries—who gave their approval to the principle of planned distribution by limitation of contracts. He reported that the final proposals were being formulated before presentation to the Department of Health. Explaining the main proposal, Mr Coleman said: "However attractive the original idea of open, closed, and intermediate areas was, many problems have arisen and we recognise that this is not the best approach. Instead, we consider that the vital need is to establish a restriction of contract by the FPC in areas where there are health centres or group practices of three or more doctors—and this in effect, covers the overwhelming majority of problem areas. If in an area it would appear that a pharmacy is needed, every effort would be made to encourage a pharmacist to go there. If, on the other hand, it was felt that a new pharmacy opening would adversely effect the total service in the area, then the FPC would have discretion not to grant a contract. If a new pharmacy opening would be unlikely to adversely effect the total service (for example, in a new shopping complex), then a contract would be given.

Re-location and redundancy

Two associated proposals were for payment of re-location expenses, and redundancy payments to help, for example, elderly pharmacists to retire when they were "locked in" to an unsaleable business sited where a pharmacy was not required. The report would also recommend that part-time pharmacies and collection and delivery services should be sanctioned where a full service was not justified.

Mr D. D. Watts—a company chemists representative on PSNC but speaking personally—anticipated that the companies would support the general principles of the plan but would probably argue that there should be "free trading" in main shopping areas. He pointed out that the multiples could suffer from leapfroppers just as much as independents but warned that if the Department of Health was to approve the scheme there must be emphasis on "planned distribution" as opposed to "protectionism". Mr Coleman believed that the proposed inducements plus the prevention of opening should encourage the better distribution of pharmacies. There might also be an extension of the Essential Small Pharmacies Scheme into urban areas—which the Department already wanted but for which they were unwilling to find additional funds.

Consumer interest

Several LPCs expressed concern about "FPC control", because it was felt they could be subject to political pressure. Mr Coleman replied that even if control were in the hands of pharmacists there would have to be a Community Health Council input. There would also be appeal machinery to a national "pharmaceutical practices committee".

Two Revlon toiletries for grocers

Revlon toiletries are, in their own words, "expanding out of normal sources of distribution into broader areas". At the moment it seems that this means that they will be selling both the Flex shampoo and conditioner and the ZP11 anti-dandruff shampoo through selected Sainsbury stores and a "number of food outlets". The stores have been chosen because they are in areas of high Revlon usage—such as London, the South and the Midlands. Mr Claxton, toiletries marketing manager, told *C&D* that there were no plans to sell other Revlon products through these outlets "in the short term".

"What we have done," he continued, "is to make ZP11 and Flex products available in the kind of store which we have identified as the retail outlet from which Revlon customers would purchase their foods and where of course there are the merchandising facilities we require".

ZP11 has had a television campaign running in London and the Midlands which will be repeated in the summer. A campaign for Flex is scheduled for June.

In taking this step in supermarketing Revlon is of the belief that all ZP11 and Flex stockists will benefit in the long run. Said David Claxton, "What we are doing is widening the market with products until now sold only in a limited range of outlets and stimulating demand through powerful advertising and promotion. This will increase turnover in all outlets given adequate indication through displays that ZP11 and Flex products are available".

Unichem continue with use of title

Unichem have decided to go ahead with a third consumer competition which uses the restricted title "chemist" in its advertising support, despite the fact that a similar campaign in 1977 has been referred to the Pharmaceutical Society's

Statutory Committee. The company has been told that three of its eight pharmacists directors may be asked to appear before the Committee. Full details of the "Pointer-to-value" competition appear on p806.

**WIN A CHRYSLER SUNBEAM IN THE
POINTER TO VALUE COMPETITION
AT YOUR LOCAL CHEMIST**

**PLUS OVER £2000 IN
RUNNER-UP PRIZES!!!**

Over the next few weeks your local chemist is running an easy-to-enter Pointer to Value Competition, combining top quality products at low prices.

Just pop into your local chemist showing the Pointer to Value sign, buy one of the products at its special Pointer to Value price and pick up an entry form. It explains the simple things you have to do.

And if you win first prize, Bob Monkhouse will present it.



'Special case' plea for top hospital pharmacists

Pharmacists are every bit as much a special case as doctors, university teachers and other public sector staffs who have settled claims in excess of 10 per cent, for implementation over the next two years, says the Guild of Hospital Pharmacists section of ASTMS in announcing a new pay award for its members. ASTMS is therefore to press the Secretary for Social Services to negotiate "reasonable" salaries for top-post pharmacists immediately.

The main provisions of the current award, which was agreed on May 11 and backdated to April 1, are:—

1. Consolidation of the supplements paid under stages 1 and 2 of the Government's incomes policy. This will include payment of a full stage 1 supplement to officers who did not receive it.
2. A 10 per cent increase in consolidated salaries for full-time pharmacists, part-time pharmacists working over 24 hours a week, and locums.
3. A 6 per cent increase on consolidated salaries for pre-registration students. (This will still mean a 24.7 per cent increase since 1975 compared, for example, with a 20-23 per cent increase for staff pharmacists, or a 16.5-17.7 per cent increase for area pharmaceutical officers.)
4. Conversion of part-time sessional pharmacists to pro-rata terms and conditions.
5. An increase in lecture fees to £3.50 for grades 1 and 2 and £4.00 for grades 3 and above.
6. New grading definitions, giving up-gradings to a number of people.

ASTMS reports that the argument continues on salaries for grades 4, 5 and officers. "Our attempts to have increases in salaries above principal negotiated outside the Government's 10 per cent guideline were resisted but the management side did agree to accept that salaries above principal were still 'interim'. The management side are 'to consult the Secretary of State about the possibility of entering top post salary discussions during this year, which might imply a future commitment'."

Good response to petitions continues

Over 870 pharmacists had applied for more arbitration petitions by the time *C&D* went to press this week. Each form has room for 220 signatures.

The Pharmaceutical Services Negotiating Committee also reports that there has been good coverage of the campaign by the media, particularly provincial newspapers. PSNC chairman, Mr Bob Worby, issued a statement this week regretting

the inability of the Company Chemists Association members to co-operate fully in the collection of signatures (*C&D*, May 6, p695).

"It reflects, however, the essential difference in the situation of those who rely principally upon general retail business for their livelihood, and that of those to whom retailing is simply an adjunct to their professional practice. This of course immediately poses the question as to whether the nation could afford to accept the principle that pharmacy should perforce represent a secondary activity, a loss leader relying upon retail trade to subsidise it. The answer is clear and irrefutable. Pharmaceutical services are vitally necessary throughout the community—not just in the major shopping centres where they can exist as a financial burden in symbiotic relationship with a wide and ever increasing range of general merchandise. In future years, with the rapidly developing coalescence of medical practices, the need for community pharmacies will become ever more pressing."

Mr Worby, however, welcomes the fact that the major multiples have written again to the Secretary of State in support of the arbitration claim and he urges all other contractors to redouble their efforts to obtain a massive public response. "Let the public know that we are using this method instead of sanctions because we do not wish our dispute with the Secretary of State to hit those with

whom we have no quarrel," he advises.

Asked in the Commons why pharmacists in England and Wales had no right to automatic arbitration for remuneration while Scottish contractors had, Mr David Ennals, Secretary for Social Services, said negotiations about National Health Service remuneration for Scottish pharmacists were conducted within committee B of the Pharmaceutical Whitley Council, the constitution of which provides for arbitration. The Central NHS (Chemist Contractors) Committee (then representing English and Welsh contractors) withdrew from Whitley negotiations in 1961. The written answer was given to Sir Bernard Braine last week.

Head of publicity job advertised

An advertisement for a new head of publicity at the Pharmaceutical Society is appearing in the current issue of *UK Press Gazette*. The advertisement reads: "Professional society in London requires experienced journalist as head of publicity. Knowledge of parliamentary procedure, awareness of the requirements of the national and provincial Press, television and radio, the ability to write and present professional affairs for publication, and the expertise to arrange Press coverage of an annual conference essential. Good salary and pension scheme." Candidates are then asked to apply to the Society.

Pharmacists 'under-used for information'

The pharmacist is a very much under-used source of information, according to a survey on drug taking by *Woman's Own*. The report on the survey, published this week, says only 8 per cent of people taking drugs asked the pharmacist how often they should take them, although a quarter did ask for information—an encouraging sign, says the magazine.

The questionnaire appeared in an earlier issue of the magazine and received 2,790 replies from which 94 per cent of respondents were taking drugs of some kind—way over the national average for men and women, the report says. The largest category, 29 per cent, were taking oral contraceptives. Excluding those taking oral contraceptives only, 81 per cent appeared to be using either prescription or OTC drugs. The second largest category was for "nerves, tension and anxiety" with over a quarter taking sedatives and tranquillisers. Valium followed by Librium were the most frequently named. More than one in six took sleeping "pills" of which Mogadon and Dalmane were mentioned most.

One in three women were taking three or more drugs and two out of three said they had taken them for years rather than months. Half of the women taking drugs reported side effects and of those women 53 per cent said they were not warned. Four out of five who claimed "fairly serious" side effects (the strongest

description used) were taking two or more drugs. Side effects featured most prominently with oral contraceptives, tranquillisers and rheumatic drugs.

Doctors received much criticism by respondents. Prescriptions were too easy to renew without a consultation—65 per cent claimed they could do so; insufficient information was given on drug interactions and side effects. The report suggests the average general practitioner is ill-informed about potentially dangerous drug interactions—for example, combining nasal decongestants with certain types of anti-depressants.

The report concludes from the survey that more women take prescribed drugs than men. It points out that women taking drugs were more likely to complete the questionnaire and that drugs often produced a great improvement in health. The results were analysed by Dr Sue Barlow.

Contacted by *C&D*, a spokesman for the British Medical Association said the survey results were dubious because those people replying were probably more interested in the subject and had an "axe to grind". The BMA did however recognise the problem of patients expecting too many drugs and doctors giving prescriptions rather than time. On drug interactions the spokesman felt patients probably did not tell the doctor all OTCs that were taken.

Women's group seeks new contracts for chemists

Delegates to the Conservative Women's Conference next week are to recommend that new, simpler contracts are negotiated for chemists "to halt the decline in this essential service and give encouragement and incentive by adequate financial reward".

The recommendation follows a survey of 720 pharmacies carried out locally by the West Midlands Area Conservative Women's Advisory Committee. Most of the pharmacists questioned felt the service was working well despite Government policies, but NHS remuneration was condemned unanimously as inadequate.

"There is a desperate need for a new contract which is far too complex and unfair at present," the survey concludes. "The differential scale implemented on January 1 has split the profession by helping small pharmacies at the expense of the large contractors, instead of this support coming from the NHS. All chemists were suffering from cash flow problems which could be alleviated to some extent by earlier payment, direct by the NHS to the drug companies, the report adds.

Most of the pharmacists questioned felt there should be an increase in the prescription charge to £0.50, "to reduce the number of wasteful visits to the doctor". All agreed that publicity should be given to the actual average prescription cost.

The survey will be put to the conference on May 24 in the presence of Patrick Jenkin MP, Opposition Spokesman on Health. The papers discussed are said to represent an important contribution to the Conservative Party's policy-making process but if accepted by the conference do not automatically become the party's policy. However, Mrs Joan Seccombe, president of the committee which carried out the pharmacy survey, told *C&D*, "we will be doing everything possible to press for an improvement in the way chemists are paid."

The Pharmaceutical Society has asked local branch Press officers to arrange for each of the conference delegates to be met by a general practice pharmacist before the conference. The delegates would be briefed about the rational distribution of pharmacies and the case for arbitration on remuneration.

Advice on part-time pharmacies in Scotland

The Pharmaceutical Society's Scottish Department has issued advice on part-time pharmacies to Area Pharmaceutical Committees, after consideration by the Executive at last month's meeting. The guidance is contained in a document following comments by the Pharmaceuti-

cal General Council and the Society's Council.

The document says part-time pharmacies serve a useful purpose and their proper development is to be encouraged. Applications may arise from the proprietor of an existing full-time pharmacy which has become economically unable to support a full-time pharmacist or from persons wishing to establish a part-time pharmacy for the first time, normally converting to full-time when the population has grown sufficiently.

The recommendations include: con-

firmation from the Society that the premises comply with Medicines Act registration provisions and that if open when no pharmacist is present the area containing dispensary and pharmacy only medicines is separated by a robust lockable barrier to which only the pharmacist holds the key; no other full-time pharmacy should be endangered and other proprietors should be consulted; applications for a new part-time pharmacy in the catchment area of a health centre should be approved only if the applicant agrees to convert to full-time should the work-load justify it (20,000 prescriptions over a 12-month period); the Scottish Department should be consulted before a final decision is made to the Health Board. A part-time pharmacy is defined as one offering a comprehensive service for less than 30 hours in a normal week.

EEC proposals on unfair advertising

Under proposed EEC legislation on misleading and unfair advertising, prohibition, publication of a corrective statement and other sanctions could be imposed on the advertiser by the courts. Organisations and individuals in Britain would have a more clearly defined right to seek court action if an advertisement was considered misleading or unfair.

The European Commission emphasises that its proposal would not interfere with existing self-regulatory bodies in the advertising industry (but provides an independent court of referral) and that it should help advertisers to plan campaigns on a community basis facing different laws in the member countries.

Definition

The proposal defines misleading advertising as that which is entirely or partially false and—having regard to total effect including presentation—misleads or is likely to mislead persons addressed or reached, unless it could not reasonably be foreseen that those persons would be reached by the advertisement. Unfair advertising falls under five headings. Where it: casts discredit on another person by improper reference to nationality, origin, private life, or good name; injures or is likely to injure the commercial reputation of another person by false statements or defamatory comments concerning firm, goods or services; appeals to sentiment or fear, or promotes social or religious discrimination; clearly infringes the principle of social, economic and cultural equality of the sexes; exploits the trust, credulity, lack of experience of a consumer, or influences or is likely to influence a consumer or the public in any other improper manner. The omission of information which could lead to false impression would be considered misleading.

The proposal affects only advertising made in the course of a trade, business or profession for promoting the supply of goods and services, and does not apply to political or private advertising or to

reports on comparative tests by independent organisations. The Commission notes that whether an advertisement is misleading depends on at whom it was directed and the draft directive makes provision for that.

The commission is concerned that where misleading or unfair advertising does occur swift action should be taken to correct it. The remedies would be left to each member state provided they are adequate and effective. It would be up to the advertiser to prove a factual claim correct but that would not oblige disclosure of information to a competitor or consumer.

If adopted the directive would require amending legislation in all member states. In Britain the advertising industry has expressed reservations about the proposal but consumer organisations have welcomed it, according to the Commission.

Herbal medicine code introduced

The British Herbal Medicine Association has drawn up a code of practice for advertising herbal medicines in consultation with the Department of Health. Acceptance and observance of the code are conditions of BHMA membership.

A copy is being circulated to all BHMA members who are asked to read it in conjunction with The Medicines (Labelling and Advertising to the Public) Regulations as applied to Herbal Remedies on the General Sale List (SI 1978 No 41, HM Stationery Office), which limit the range of diseases for which treatments may be advertised.

BHMA suggests members have advertisements and labels vetted and has been given authority to undertake such work by the Department. Fees for vetting are £5 for existing advertisements published before February 1; £10 for new advertisements; £5 per page for leaflets (£10 minimum) with assessment for multipage leaflets or catalogues.



NURODOL TAKES TO THE AIR, TELLING EVERYONE, EVERYWHERE.

Nurodol started life with a firm foundation.

A paracetamol painkiller that doesn't upset the stomach. Developed, tested, produced and marketed by Beecham. Supported and encouraged by chemists.

And advertised in National newspapers.

Now it's time for Nurodol to stretch its wings, with a nationwide campaign.

Local radio will put Nurodol squarely into people's



commercial between now and February.

Full-length, 30-second commercials that will speak to 14½ million people often enough to make Nurodol a household name. Describing situations where painkillers are needed



and stressing Nurodol is the painkiller that shifts pain fast without the fear of stomach upset.

Nurodol is the first analgesic to concentrate all its advertising budget on radio.

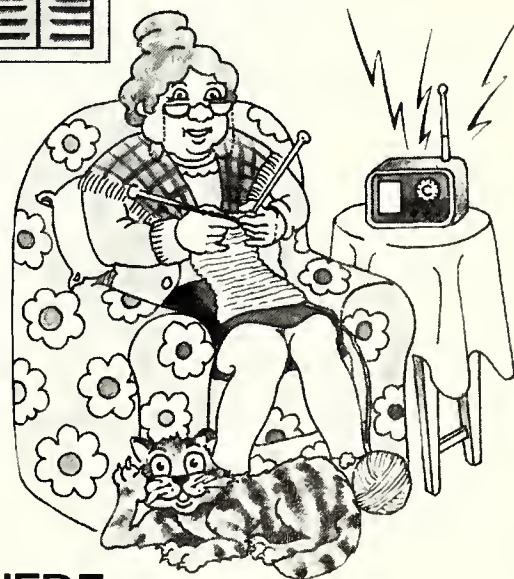
Which is why Beecham believes Nurodol will be one of the few analgesics in the last five years to succeed.



lives. Into their work places, their living rooms, their gardens, their bathrooms, their cars.

Everywhere that people listen to radio, they'll hear the Nurodol message.

In London, Birmingham, Manchester, Glasgow and all the other 15 local radio areas, we're running a series of remarkable



TELLING EVERYONE, EVERYWHERE.

Now: together: a unique ostomy system and the best in skin care

SURGICARE System2

Trademark

Surgicare™ System 2
saves the daily trauma
of peeling off adhesive
bags often resulting in
irritation, soreness
and discomfort.
The Stomahesive™ with
Flange can be left on
the skin undisturbed
for several days whilst
pouches are replaced as
often as necessary...
so simply.

Kinder to the skin

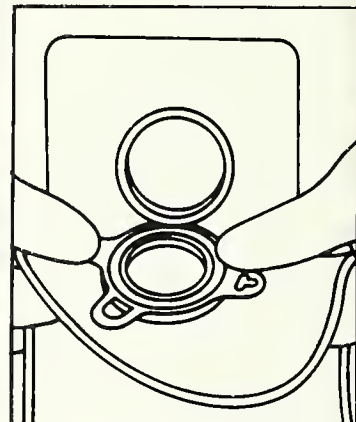
Stomahesive™ with Flange
may be used by patients
who have experienced
sensitivity reactions when
using ordinary adhesives
and karaya or where
perspiration under
the adhesive is a regular
source of irritation
and discomfort

Unequalled comfort

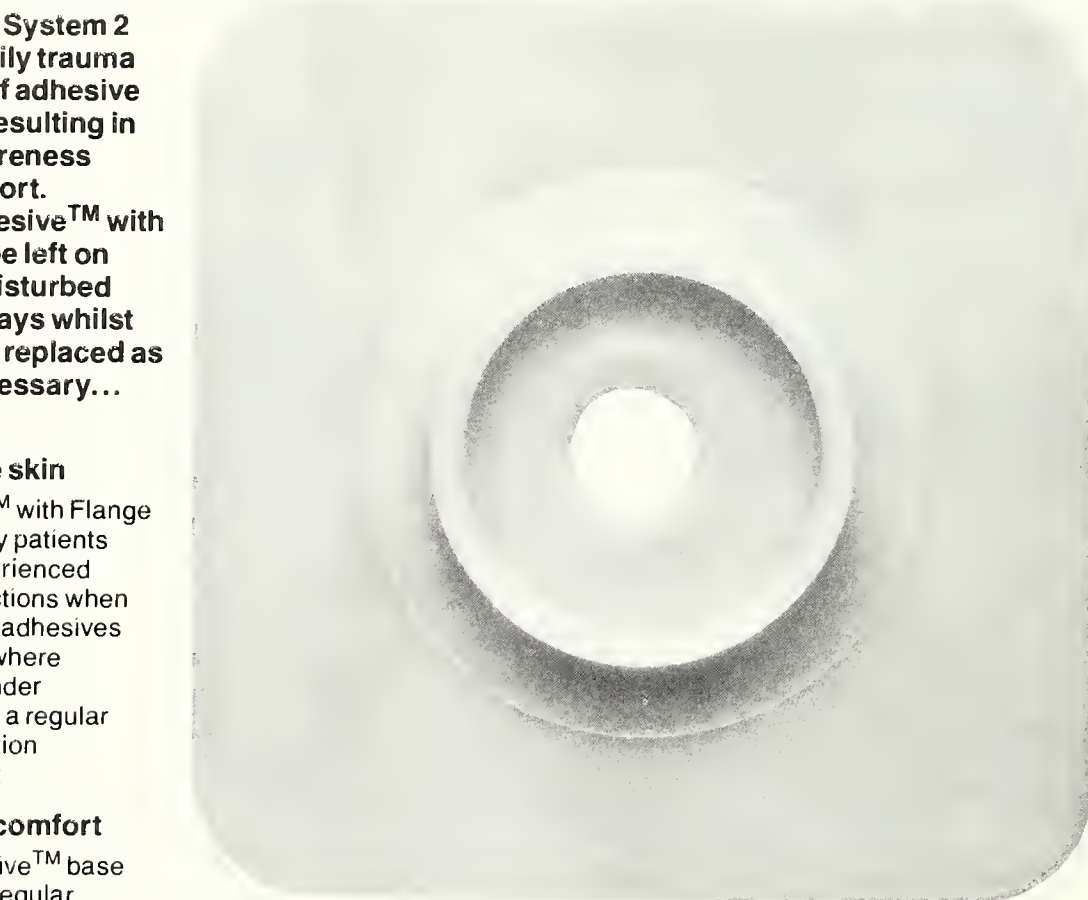
The Stomahesive™ base
will mould to irregular
contours of the skin and
is so easy to apply
without wrinkling.
Comfort is derived not
only from the feel of
Stomahesive™
against the skin
but from the confidence
that the appliance
will be secure
and leak free
irrespective of
the condition
of the skin.

Avoids adhesive trauma

With the Stomahesive™
flange remaining
undisturbed, pouches may be
removed and replaced as
necessary.



The colostomist,
for example, may change
pouches several times a day
without the need to
disturb the Stomahesive™
base and its flange.



Please send me your illustrated brochure on Surgicare™ System 2 No stamp required BLOCK CAPITALS
Address your envelope to Squibb Surgicare Limited, Freeport TK 245, Twickenham TW1 1BR
Name _____ Address _____

CD2

Squibb Surgicare Limited Regal House Twickenham TW1 3QT Telephone 01-892 0164
Made in England Authorised user of the trademarks Surgicare and Stomahesive Surgicare is the trademark of E. R. Squibb and Sons Inc.



Mr E. A. Brocklehurst, FPS, JP, has been elected an honorary member of the NPA on his retirement. He was a member of executive committee from 1938 to 1968 and chairman for the years 1945-46 and 1966-67.

Mr J. Wright, FPS, director of the NPA Group, is one of six pharmacists to receive the new "Distinguished service award" created by the Pharmacy Guild of Australia to honour pharmacists from other nations who have been of outstanding service to the Guild during its 50 years' existence. The presentation will be made in London later in the year.

Mr Lionel Williams, MPS, has closed down the E. Williams & Son pharmacy at 25 Wellsway, Bath, and has retired after 46 years in the business. The pharmacy, one of the oldest in Bath, was started in 1901 by his father Edward, who died just ten years ago. Both have been presidents of the Bath Branch of the Pharmaceutical Society and served on local NHS committees.

Mr Walter Tebay, MPS, of Thomas Bell, chemists, Lake Road, Ambleside, founded in 1839 has retired after 49 years in the shop in which he was apprenticed to his uncle, Mr J. O. Harwood, who bought the business from the Bell family 59 years ago. Mr Tebay qualified in pharmacy at Edinburgh University, returned to the Ambleside shop and then took it over when Mr Harwood died in 1937. His two sons Bernard and Derek will now continue the business.

Mr Hugh Spence MPS, aged 77, has closed down his pharmacy at 6 The Square, North Tawton, Devon. All the villagers subscribed to a silver tray, a carriage clock, and a set of cutlery presented to Mr and Mrs Spence by Dr Hugh Webb in appreciation of their service to the community. Mr Spence had for some time tried to sell the pharmacy so that he could retire but was unable to do so. He persuaded the Area Health Authority's Family Practitioner Committee to allow him to close down the sales side of the business and dispense in the mornings only, the nearest pharmacy being in Okehampton eight miles away.

Chemists' sales

Retail sales by chemists and photographic goods dealers were 18 per cent higher during March than in the same month last year, according to Department of Industry statistics. The new sales index for all chemists was 230 (1971 = 100) while that of all businesses was 232, an increase of 15 per cent. Independent pharmacists' sales rose 15 per cent to an index of 185 whereas independent retailers generally had a 10 per cent increase to 201. Figures for multiples and Co-operative societies are not given and NHS receipts are excluded.

20 May 1978

by Xrayser

The petition

I have completed my petition sheets (and sent off for more) but found it hard work since everyone, very properly, wants to know to what they are putting their names to. I have talked till I am sick of the sound of my voice, and have learned that to be successful the message must be simple and instantly understood. Our message is too complex, so that after a while I found myself replying to the "What's it for?" with the simple "We need more pay to keep going, but the Government won't even let us have the basic right to arbitration" and got my signatures. But if we have to repeat this direct type of campaign we must never turn out such a feeble poster again . . . in restful green.

The positive side, however, has been marvellous. We can confirm that there is a concern at the loss of retail pharmacies, an appreciation of what we do for the community and a desire to help us. Better still, as a solid demonstration that the publicity from the PSNC and the Society was effective, the most common response was "Oh yes, I've heard about this on TV" . . . or "the Jimmy Young show" . . . or whatever.

Hold on

My father early impressed on me that as mere peasants we could achieve success by hard work and a dogged tenacity of purpose best expressed by the motto "Hold on . . . and don't let go". If we ordinary pharmacists hold on I hope we will get a more acceptable explanation for the resignation of our publicity officer, Maureen Tomison, than that given in the president's statement, namely, that "circumstances of her work within the Society were not congenial to her". I believe we must ask pertinent questions of those who should be accountable to us. We want proper explanations. More than that. For a short time we have been moving in the right direction of a vigorous and effective campaign of publicity and action; no way can we allow things to revert to the former inertia.

Candidate questions

Since none of the Council candidates have replied to my questions (which were not rhetorical) I have reread their policy statements and find the following specifically mention the importance of publicity—Professor Beckett, Mr N. A. Dato, Mr D. R. Evans, Mr W. H. Howarth, Mrs E. Lucas Smith, Mr G. W. Walker, Mrs Jill Gilbert and Dr Fullerton. If the Editor agrees and I survive in this delicious comment column until the next Council elections, there will appear in good time a table of targets so that specific issues will be discussed and we, the members and the candidates, will have a clear idea of what is expected!

Review of monopolies and mergers policy

The report of the group set up by a number of government departments to examine policy on monopolies and mergers has been published as a Green Paper, on which comments are invited from interested parties. In addition to monopolies and mergers, the group made a study of "oligopoly".

Uncompetitive practices reviewed include restrictions on the sale of competitors' goods, certain discount practices, tying the sale of one product to the sale of another, and the obligation sometimes placed on retailers to carry a full range of a certain company's products in order to obtain a supply of one of them. Such practices are reported to be fairly wide-

spread, though it is stated that refusal to supply is not, of itself always against the public interest. Further study of the topics is to be reported towards the end of the year.

A review of monopolies and mergers policy, Cmnd 7198, HMSO, £2.85.

□ Mr Richard Weir, director of the Retail Consortium, commented that the effects of prohibiting manufacturers' right to restrict supply to certain outlets would be "unforeseen and unforeseeable". Members of the Consortium were worried that legislation to stop a few uncompetitive practices could do incalculable damage to legitimate traders.



WE'RE RAISING OUR GLASSES TO GUINNESS AT CORRENA

Some very big names have been creating some very loud noises in the sunglass market this year. However, their huge advertising budgets seem to have little relevance to the real sales actually being achieved.

We'd like to tell you our views of the true situation — and to break some important news.

We believe that in the areas where we've chosen to distribute Correna, we almost inevitably outsell Polaroid, Foster Grant or Goggles. Sometimes we outsell all three of them put together!

One thing had been holding us back. We needed to provide a stronger base for future expansion into many more outlets. To secure the one and only advantage that our competitors have — namely, large-scale financial resources.

Consequently we are pleased to announce the merger of Correna with the Branded Goods Division

of Guinness Morison International — Jackel International.

Jackel already trades highly successfully in sunglasses with its value-for-money range under the brand name 'Sunbrella'. Together our two brands probably occupy the number three position in the current market.

Nothing else has changed. We still have the most fashionable, most complete range of sunglasses in the world. We will still be run by the same young management team, who stay close to the business day-to-day. We're still the only leading company having forty years' experience of specialising exclusively in sunglasses.

Now we've got the backing, we wonder why we waited so long to put Guinness and Correna together. After all, dark glasses are obviously made for each other.



Correna International Limited, Correna House, Harrow, Middlesex HA3 5BG
Telephone: 01-863 7811. Telex: 922661

6 ranges 8 lens types 145 designs 253 variations From £1.95 to £19.95

COUNTERPOINTS

Pointer-to-value, Unichem's latest competition

Unichem are running their third national consumer merchandising competition in under ten months from July 3-31. The "Pointer-to-value" competition offers shoppers the chance of winning a £3,000 Chrysler Sunbeam, five Sony portable television colour sets, ten Polaroid SX-70 1000 cameras and 500 £2 gift vouchers. The pharmacist who serves the winning shopper will receive a similar Chrysler Sunbeam.

Press and television advertising urges consumers to look out for the competition at their "local chemist."

Products featured in the promotion are Elastoplast Airstrip 7921, large and stretch fabric 4121 large (offer retail price including VAT, £0.27); Gillette GII blades (£0.49), Head & Shoulders lotion 150g (£0.47), Lil-Lets 20's regular (£0.39), super (£0.43), super plus (£0.46); Polaroid 88P2 film (£2.39); Simplicity 1 10s (£0.27) and 2 10s (£0.31). Entrants have to match each product to its "Pointer-to-value" price, complete an appropriate tie-breaker, and forward their entry forms to Unichem's head office. Entry forms will only be available through those "Unichemists" who feature all promoted products at the agreed offer prices during the period of the promotion. Shoppers must buy one of the promoted products and ensure that their entry forms are "stamped" as proof of purchase.

A nationwide television campaign will feature Bob Monkhouse, host of "The golden shot" and "Celebrity squares"



Unichem's third consumer competition

programmes. In the 30-second commercial he shows the competition products mounted on a "wheel of fortune", saying, "Buy any one of these at your local chemist with the 'pointer-to-value' sign and you have the chance to win a Chrysler Sunbeam . . . Get an entry form at your local chemist."

The *Daily Mail* and the *Sun* will be carrying half-page advertisements in the

early part of July, backed up by full page advertisements in *Woman's Own*, and *Woman's Realm* and *My Weekly*. Merchandising and display material comprise an entry form leaflet dispenser, shelf "barker" and product cards, "pointer-to-value" window sticker and a window bill.

Five first prizes of a long weekend for two in a luxury hotel will be offered in a window display competition. Pharmacist participants have to submit one colour photograph of the display to Unichem before July 31 to be considered.

Mr Peter Dodd, Unichem's managing director, says the basic objective of the promotion is to put each Unichemist throughout the country even more firmly on the local map: Unichem wanted the shopping public to be aware of the high standards of service and the comprehensive range of competitively-priced over-the-counter products stocked by each outlet. He believes it could be strongly argued that failure to draw the attention of the shopping public to these advantages was against the public interest. Unichem's last consumer competition, "Castaway prices", attracted 21,700 entries. The company is also expecting success with its repackaged baby products range, now being sold-in under the Unichem name instead of the Kemval name. Sales of the new range have already reached 50 per cent of sales of similar products last year. *Unichem Ltd, Crown House, Morden, Surrey.*

Alka Seltzer summer promotion

Alka Seltzer are supporting their summer promotion with a new point of sale unit. The promotion offers a drink set consisting of a 2½ pint carafe, six interlocking cups and two stirrer wheels at a saving of £2.75 on the normal retail price. Also on offer is a free summer drinks recipe booklet which lists 19 drinks. *Miles Laboratories Ltd, Stoke Court, Stoke Poges, Bucks.*

Outdoor Glow by Max Factor

Outdoor Glow is a new transparent face gel from Max Factor which is described as a "pH balanced, non-greasy, face make-up gel which smooths on the warm healthy glow of sun bronzed skin". The product also contains a sun screen. Outdoor Glow (£0.85) is available in three shades—bronze, copper and honey. It will be amongst the products included

in a counter display unit which holds a selection of popular summer make-up products including lip potions, brush tip mascara wand and comb-on mascara, Shadow Play and waterproof Shadow Play and waterproof creme-on eye shadow. Consumers buying any of these items can choose either a Blasé or Rapport mini cologne spray for £0.35. Available for sale from June. *Max Factor Ltd, 16 Old Bond Street, London.*

Houbigant latest

A new eau de parfum spray in the Essence Rare range (£2.20) will be available for sale from Houbigant from June. The eau de parfum is stronger than the eau de toilette but not quite as concentrated as the perfume and is described as a "practical handbag addition to the range."

For the next couple of months Houbigant are also making available Quelques Fleurs and Chantilly 28g spray mists at £1.45 instead of £1.90. *Houbigant Ltd, Balcombe Road, Horley, Surrey RH6 7HF.*

Borg backs Dextrosol

Dextrosol glucose tablets have signed last year's Wimbledon champion Bjorn Borg to promote the product this summer. Borg, a regular Dextrosol user for many years, will be featured in a series of local radio advertisements in June in Lancashire, Yorkshire and the Midlands. A feature of the promotional activity will be a consumer competition run in independent chemists. The "Bjorn Borg smash hit/spot the ball consumer competition" offers a first prize of a Philips television recorder and 25 runner up prizes of specially produced Bjorn Borg sports bags. Display material, including entry leaflets, door stickers and headboards are available. Customers have to spot-the-ball in a photograph of Bjorn Borg's famous smash and send this in together with two empty packs of Dextrosol. Up to three entries are allowed on each form, but these must be accompanied by further Dextrosol packs. *CPC (United Kingdom) Ltd, Claygate House, Esher, Surrey.*



Four reasons why Cream Silk now has the hottest share of the market.

Clear Brand Leader

We've got 18 per cent of the market*—5 per cent ahead of our closest competition, but we're not stopping there!

Cream Silk for Overheated Hair

We predicted sales of Cream Silk for overheated hair to increase dramatically and they have. It's now the fastest-selling variant in the range.

New Economy Size

We've a new economy size bottle, which means better value for everyone, and more profits for you.

Our advertising is really hotting up

Cream Silk advertising is now well over half a million pounds including another TV burst specially featuring the overheated variant.

With this sort of backing—is it any wonder Cream Silk is the fastest-selling range of conditioners?

*Source AGB/TCPI February 1978 value and volume shares.

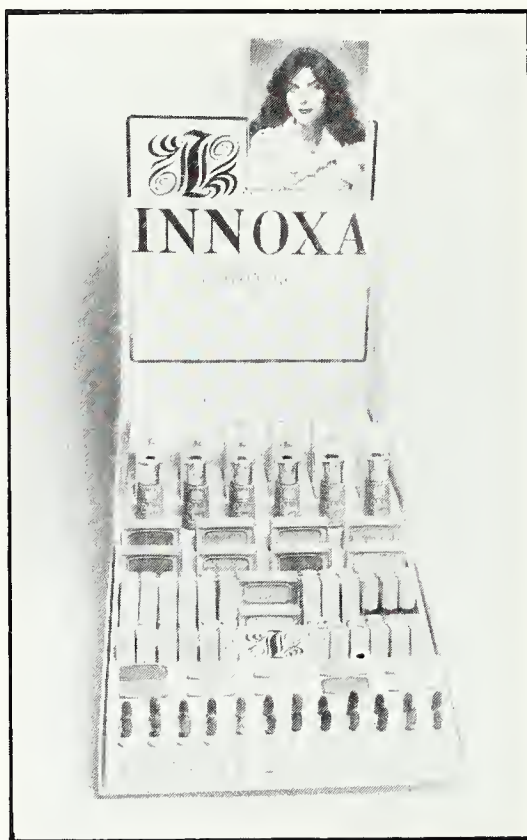
Elida Gibbs  The brands that mean business.

COUNTERPOINTS

Innoxa take 'major step forward' with new range

Three products comprise the Colour True make-up range being introduced next month by Innoxa. The company feels that Colour True "marks a major step forward. It represents a complete collection of new and up-to-date make-up shades in a packaging identity that is different from the regular Innoxa line". The products, which include lipsticks (£0.85) in 24 shades, soft powder eye-shadows (£0.75) in ten shades and moisturised liquid make-up (£1.05) in six shades, are being aimed particularly at women in the 21 to 35 age group. Innoxa believe that these are the women who are the keenest exponents of change.

The products are available to Innoxa appointed agencies in a counter merchandiser and tester unit, and the launch will be backed by full page colour advertisements in the June issues of *Woman's Journal* and *Vogue*, and in the July issues of *She* and *Cosmopolitan*. A follow-up series of advertisements is planned throughout the year. *Innoxa (England) Ltd*, 62 Brompton Road, Knightsbridge, London SW3 1BW.



Sterling's medicine cabinet offer

Sterling Health are running a consumer offer on a display linked with Milk of Magnesia indigestion tablets and liquid and Andrews Liver Salt. The offer features a medicine cabinet at a considerable saving to the consumer. Chemist counter units have been designed to feature the offer, showing an illustration of the cabinet and the slogan "keep your medicines safely". The unit contains order forms giving details of the cabinet which has a lockable section for medicines and a toiletry section with two sliding mirror doors. The counter unit is designed to hold six tins of Andrews Liver Salt, six packs of Milk of Magnesia 30s tablets and six 100ml bottles of Milk of Magnesia liquid. *Sterling Health Products*, Surbiton, Surrey.

Free chewing gum with Dentu-creme

A packet of Wrigley's Freedent chewing gum—specially made for denture wearers—will be given away with every purchase of a large size tube of Dentu-creme. A special Dentu-creme pack design, drawing attention to the free chewing gum inside, will promote the offer, which is available for three months from June. The continuous television and national Press campaign for Dentu-creme will be increased during June, July and August with a special burst to support the chew-

ing gum offer. During the year Dentu-creme advertisements will be seen in the following women's magazines: *Woman's Own*, *Woman's Weekly*, *Woman's Realm*, *Woman & Home*, *My Weekly*, *People's Friend* and *Good Life*. *Stafford-Miller Ltd*, 166 Great North Road, Hatfield.

Correna now from Jackel

Guinness Morison International (a subsidiary of Arthur Guinness Son & Co) have acquired a controlling interest in Correna International Ltd. Correna will become part of the GMI branded goods division—Jackel International—which already trades in sunglasses under the Sunbrella name. The company says, "This is in line with their policy of strengthening their interests in their key product areas. The Correna business is entirely complementary to Sunbrella and the brand is sold at upmarket prices—primarily to departmental store outlet. It will be their intention to increase its distribution in chemists but only to selected outlets and they will maintain its upmarket positioning so that it offers an alternative to other more expensive brands". Management of the company will remain in the hands of Mr Anthony Corré as chairman and managing director. Mr Corré is a qualified ophthalmic optician who has been involved in the sunglass business all his life. His fellow director Mr Geoffrey Waterman will

also remain with the company as sales director. Jackel International do not foresee any short term changes as a result of this agreement. It is the company's intention to continue to market Sunbrella and Correna with distinct images and different ranges of glasses at different price points. *Jackel & Co Ltd*, Kitty Brewster Estate, Blyth, Northumberland.

Backing Parazone

Jeyes say that following the initial success of the recently introduced Parazone plus detergent, the television support is being extended to cover all regions and this month a "2½p off normal price" offer is being flashed on pack. *Jeyes Ltd*, Brunel Way, Thetford, Norfolk.

Ten-o-six distribution

The Bonne Bell product Ten-o-six is now being handled by the Eylure group of companies and distribution will begin later this year. It will be available in three sizes (2oz £0.49, 4oz £0.95, and 8oz £1.75) in unbreakable bottles. The relaunch of this product in this country will be backed by an advertising campaign in magazines geared to the teenage market, on radio and with in-store demonstrations at some accounts. *Eylure Ltd*, Grange Industrial Estate, Llanfrechfa Way, Cwmbran, Gwent.

English Fern offer

A summer promotion featuring English Fern fragrance in a cologne and a talcum powder has been launched by Bronnley. Cologne will be sold at the special price of £0.99 (normally £1.20) and talcum powder for £0.69 (normal price £0.79). Back-up supplies will be available until the end of June. The counter dispenser featuring the English Fern promotion contains one dozen bottles of cologne and talcum. *H. Bronnley & Co Ltd*, 10 Conduit Street, London W1R 0BR.

Falcon offers holiday in Acapulco

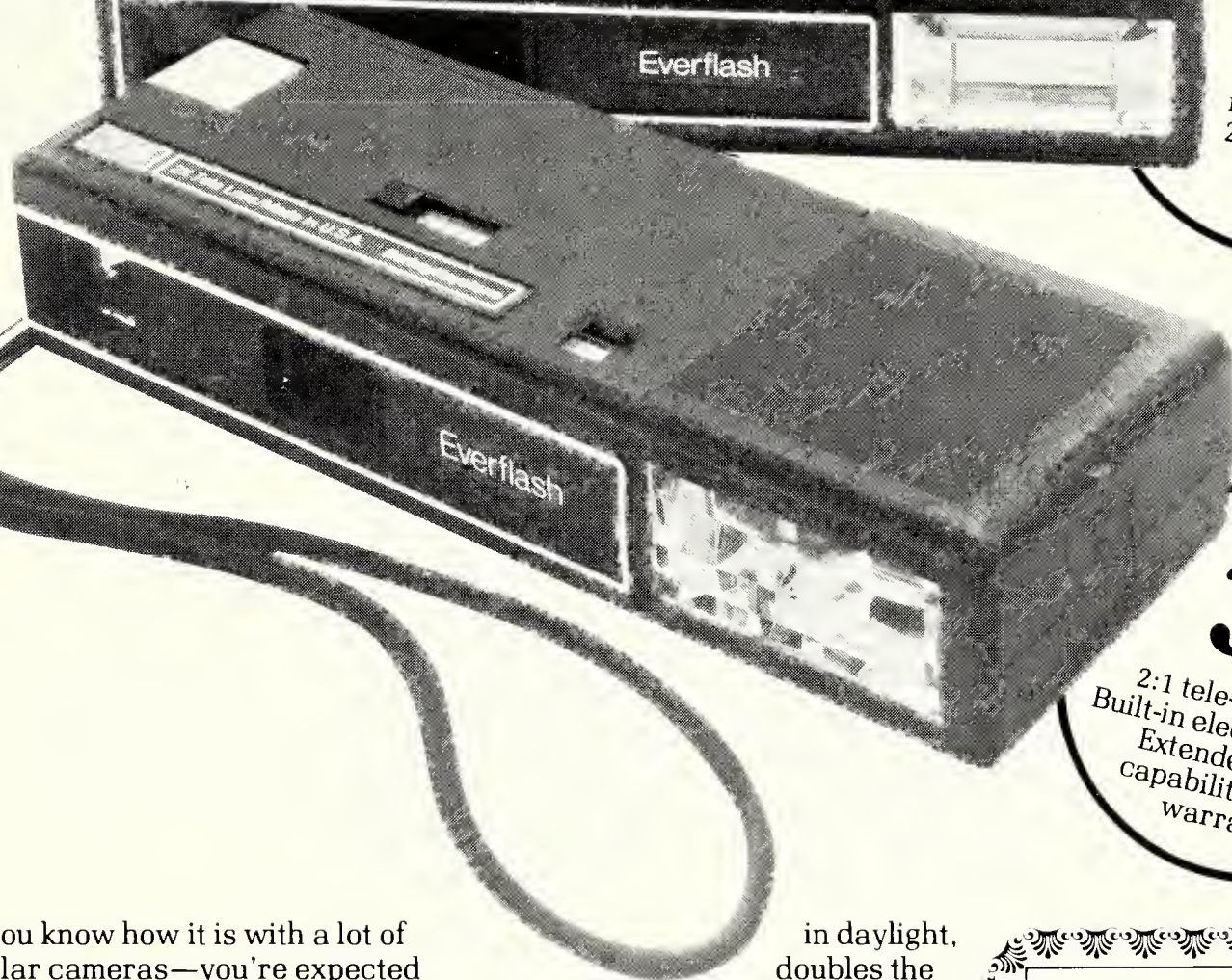
Beecham Toiletries are strengthening the promotional programme behind Falcon men's hairspray range with the addition of a Mexican holiday competition. First prize will be a fortnight's holiday for two, with £1,000 spending money, in Acapulco. Fifty runners-up will each win a three-piece set of luxury luggage. Competition details (plus entry form) are featured on the special Falcon pack collarette. (Closing date September 30 1978.) *Beecham Proprietaries*, Beecham House, Great West Road, Brentford, Middlesex.

BerkeyKeystone: pocket cameras you can afford to sell!



106

Built-in electronic flash. Extended range capability. 2 year warranty.



306

2:1 tele-zoom lens. Built-in electronic flash. Extended range capability. 2 year warranty.

You know how it is with a lot of popular cameras—you're expected to stock them but you're always being undercut. With Berkey Keystone it's different.

Our pricing and distribution policy gives you a really fair mark up.

You sell a first-class product.

Berkey Keystone are the most advanced popular cameras in the world.

The first with built-in electronic flash (we invented it!) and the first with a 2:1 zoom lens (the new 306). They have neutral density filters, allowing the full benefit of a fast (400 ASA) film. This extends its use

in daylight, doubles the

flash range and encourages your customers to take more shots, so you sell more film and processing!

All this, coupled with superb reliability (we have far fewer 'customer returns' than anyone else), means you can afford to sell Berkey Keystone in every sense.

Ask your film processor or wholesaler, or contact:

Bill Painter at
Berkey Keystone (UK) Ltd,
P.O. Box 5, Burrell Way, Thetford,
Norfolk IP24 3RB. Tel: (0842) 2484

Ireland: Orlaine Agencies, Unit 13,
Abbey Shopping Centre, West
Street, Drogheda. Tel: 7481.

Special Sales Offer!

We will allow you £1.50 to make a special offer of free processing to everyone buying a 106 or 306.

Point of sale available to help you put this offer over.



BerkeyKeystone

BRITAIN'S BEST-SELLING POCKET EVERFLASH CAMERAS.

Arthur H. Cox present the latest additions to their new range of high quality generics.

Methyldopa Chlorpropamide




- * manufactured to Cox's stringent Quality Control standards.
- * fast reliable delivery.
- * wide range of packs and tablet strengths.
- * available from Sangers, Vestric, other major wholesalers and direct through our representatives and Sales Office.

THE COX RANGE OF GENERICS

	Strength	Pack	Price to Chemists
Methyldopa	125mg	250	£5.53
	250mg	250	£8.00
	250mg	1000	£30.00
	500mg	250	£15.50
	500mg	500	£30.20
Chlorpropamide	100mg	500	£7.00
	250mg	500	£15.40
Frusemide	20mg	250	£3.80
	40mg	500	£13.00
	40mg	1000	£25.00
	500mg	100	£30.00
Diazepam	2mg	500	£2.65
	2mg	1000	£4.97
	5mg	500	£3.85
	5mg	1000	£7.40
	10mg	500	£6.10
Nitrazepam	5mg	500	£5.80

Full technical and price details are available on request.

 **Arthur H. Cox & Co Limited**
Pharmaceuticals

93 Lewes Road, Brighton, Sussex BN2 3QJ Tel: Brighton 603084 (24 hour answering service)

COUNTERPOINTS

Casual Highlight fashion competition



A point-of-sale consumer promotion for Casual Highlight takes the form of a fashion competition aimed at young women. Entrants must match five fashion designs to named photographs of

designers and complete a tie-breaker. There are over £20,000 worth of prizes to be won, including five first prizes of a £500 fashion wardrobe to be selected from any House of Fraser store and 200 runner-up prizes of Braun electric styling wands. As an added bonus, and to create in-store impact, there is an offer of a free original Bill Gibb fashion poster for the first 20,000 entrants.

Advertising support comes in the form of a flash on the current series of Casual Highlight advertisements running in major women's consumer magazines. Two proofs of purchase are required per entry and the competition runs until the end of September. *Gillette personal care division, Great West Road, Isleworth, Middlesex.*

Price mark promotion for Cream Silk

Elida's Cream Silk conditioner range, is to get a boost with the introduction of a price mark promotion. Recommended prices of the standard, large and economy sizes are being cut by nearly one-third to make the 60ml size available for £0.29, the 110ml size for £0.43 and the 200ml size for £0.63. The company says that the brand has taken a big leap in sales since the introduction last autumn of a fourth variant for over-heated hair. "After only three months on the market it became the brand's fastest-selling variant, even outselling the variant for dry and damaged hair." The price-mark pack promotion, plus £½ million worth of advertising support over the next 12 months on television and in the women's Press, is expected to boost Cream Silk's position still further during 1978. *Elida Gibbs Ltd, PO Box 1DY, Portman Square, London W1.*

More support for Aspro Clear

Nicholas Laboratories Ltd have increased their support of Aspro Clear with an additional television burst currently being seen nationally. The new commercial incorporates testimonial statements from migraine headache sufferers. "Since we introduced Aspro Clear about 18 months ago we have received quite a number of favourable letters from migraine headache sufferers," comments Graeme Hannah, Nicholas Laboratories' marketing manager pharmaceuticals, "and it seemed a logical step to use the direct experiences of these people to reach other sufferers. Our advertising expenditure on Aspro Clear is now in excess of £600,000 on

television alone this fiscal year, which makes it one of the most heavily supported analgesic products."

Nicholas claim that sales of Aspro regular are also growing alongside those of Aspro Clear," with no evidence of consumers switching from one to the other." *Nicholas Laboratories Ltd, 225 Bath Road, Slough, Barks.*

Photopia catalogue

The 64-page "Leisure and pleasure" catalogue for the photographic/audio trade is available free from the advertising department of the Photopia group. The catalogue contains products catering for the needs of the "still" and "movie" photographer. *Photopia Ltd, Hempstalls Lane, Newcastle, Staffs.*

Royal Warrants for Bowater-Scott

Bowater-Scott Corporation Ltd have been granted Royal Warrants of Appointment as manufacturers of disposable tissues to two royal households—that of Her Majesty the Queen and HM Queen Elizabeth the Queen Mother. The Royal Coat of Arms of a warrant-holder will soon be appearing on the vehicles and stationery as well as at the headquarters of Bowater-Scott. *Bowater-Scott Corporation Ltd, Bowater House, 68 Knightsbridge, London SW1X 7LR.*

Tommee Tippee baby pants

Tommee Tippee are adding baby pants to their range of products. They are available in four sizes in assorted colours (£0.49 for pack of four) and each pack is individually polybagged either to hang on the display stand or to be piled in the

dump bin. The dump bin is available as part of a deal which consists of 36 packs of each size and offers a launch discount of 10 per cent to the retailer. *Jackel & Co Ltd, Kitty Brewster Estate, Blyth, Northumberland.*

Advertising campaign for Ambre Solaire

L'Oreal are spending over £650,000 on above and below-the-line support for the new Ambre Solaire range. The national television campaign majors on the theme "you can stay a little longer in the sun" and a catchy theme song "Stay a little bit longer", from the original hit record, plays continuously. The campaign is running for four weeks from May 15.

The Press campaign will give heavy-weight coverage from the end of May until August. There are three different Press advertisements, all double page spreads, appearing in:—*She, Living, Good Housekeeping, Over 21, TV Times, Vogue, Cosmopolitan, Woman's World, Honey and Woman.* The theme of the Press advertisements is again the promise that Ambre Solaire lets you stay longer in the sun.

A floor standing unit, a pre-packed unit for the new range and a pre-packed unit for Duotan are available as well as window displays featuring a girl on a beach. *L'Oreal (Golden Ltd), 18 Bruton Street, London W1A 1BX.*

Jackel discounts and relaunches

For a limited period only Jackel are offering consumers a discount on Thicken Hair. The 125ml bottles will retail at £0.59 instead of £0.75, and for the duration of the offer the price will be flashed on pack. The company is also re-introducing the nail care product—Stop Bite (9cc, £0.29).

Jackel will also be distributing the various Fields ranges as all year rounders rather than Christmas products only. Soaps in boxes of three (£0.59), 90g tubes of talc (£0.29) and bathcubes in boxes of six and 12 (£0.32, £0.55) are now available. *Jackel & Co Ltd, Kitty Brewster Estate, Blyth, Northumberland.*

Blase splash

Max Factor have added a cool body splash to their Blasé range (£2.75). It is a light refreshing Cologne which the company recommends users to "splash on lavishly all over". Available for sale from June. *Max Factor Ltd, 16 Old Bond Street, London W1A 3AH.*

COUNTERPOINTS

Clamoxyl for animals

Beecham Animal Health have introduced a range of amoxycillin preparations under the name Clamoxyl. Clamoxyl 400mg tablets (50, £10.50 trade), Clamoxyl powder (200g, £13.45), Clamoxyl palatable tablets (40mg—100, £3.48; 500, £16.54; 200mg—100, £8.80; 250, £20.91) and Clamoxyl oral multidoser (40mg × 100, £5.10) are now available. Clamoxyl injectable suspensions (10g, 1 vial; 2.5g, 6 vials) will be available shortly.

Following last year's success, Beecham say they have introduced another bonus

for Ampiclox dry cow and Orbenin dry cow. Orders should be received by May 31 and, if wished, may be despatched in 3 consignments. This bonus is available through usual wholesalers. *Beecham Animal Health, Beecham House, Brentford, Middlesex TW8 9BD.*

Creams in tubes

Evans Medical have introduced certain of their creams for topical use in new packs. Cream adrenaline (£0.48 trade), cream aqueous BP (£0.45 trade) and

cream buffered BPC (£0.50 trade) are now in 100g tubes. *Evans Medical Ltd, Speke, Liverpool L24 9JD.*

Vestric promotions

Vestric promotions for June include:—Agfa cameras, Agfacolor slide film, Agfa movie film, Agfacolor negative film, Band Aid, Belle Blonde, Belle Color, Clean & Clear, Denim products, Del-rosa, Denclen, Dextrosol, Gillette Foamy, J cloths, KY jelly, Kotex, Milumil, Milupa infant food, Nice & Easy, Nurodol, Oralcer, Panty Pads, Radox salts, Sunsilk, Sure, Tender Touch, Ultra Brite, Waspeze and Wilkinson Bonded blades. *Vestric Ltd, Chapel Street, Runcorn, Cheshire WA7 5AP.*

Larger Vamin

Kabivitrums have added Vamin with glucose 1 litre (£12.50 trade) to their Vamin amino acids range of solutions. *Kabivitrums Ltd, Bilton House, Uxbridge Road, London W5.*

Holiday closings

Ciba Laboratories, Wimblesbury Road, Horsham, West Sussex RH 12 4AB. From close of business Friday, May 26 until start of business Tuesday, May 30. Emergency supplies may be obtained from John, Bell & Croyden, Wigmore Street, London.

Kirby Pharmaceuticals Ltd, Mildenhall, Bury St Edmunds, Suffolk IP28 7AX. From close of business Monday, May 29 until start of business Tuesday, June 6.

Parke-Davis & Co, Usk Road, Pontypool, Gwent NP4 8YH, from close of business Friday, May 26 until start of business Wednesday, May 31. The Carfin distribution depot will be open for normal business on both Monday and Tuesday.

William Ransom & Son Ltd, Hitchin, Herts. From close of business Monday, May 29 until start of business Monday, June 5.

ON TV NEXT WEEK

Ln—London; M—Midlands; Lc—Lancashire; Y—Yorkshire; Sc—Scotland; WW—Wales and West; So—South; NE—North-east; A—Anglia; U—Ulster; We—Westward; B—Border; G—Grampian; E—Eireann; CI—Channel Island.

Ambre Solaire: All areas

Anadin: All except U, E

Aspro Clear: All except E

Complan: M, U

Dentu-creme: All areas

Earth Born: All except E

Foster Grant: All areas

Johnson's baby shampoo: All areas

Nivea: All except Ln, We

Norsca: All areas

Polaroid sunglasses & model 1000: All areas

Simply Sensational: Lc, A, Y, Ne, B, Sc, G



the denture cleaner that's never left on the shelf!

Sales of Denclen have really taken off. Last year's massive increase shows no sign of slowing down.

And summer always sees an added boost for Denclen sales. Because Holidaymakers dread running out of Denclen in Dubrovnik. So summer's the time for them (and you) to stock up.

Don't let warm-weather sales take you by surprise. Denclen's the most heavily advertised denture cleanser in the national press. Can your stocks cope with a sudden rush?

DENCLEN

International Laboratories Ltd. — the chemists' friend

EXTRA! EXTRA!

Read all about it!

Body Mist's bigger value-added packs to win you an extra slice of Deodorant Market Sales.

* 25% extra product FREE
on normal aerosol sizes.

* AND 50% extra FREE
on roll-ons.

NOW – the biggest value
and top selling feminine
anti-perspirant is even bigger
value than ever



**BEECHAM
TOILETRIES**

Beecham Proprietaries, Brentford, Middlesex.

–sell through faster.

Pharmacy assistant wins £1,000 in Fabergé competition

The winner of Fabergé's Babe Fashion Face competition was Jackie Pickard, a 20-year-old pharmacy assistant who has worked at Sim & Webb in Morpeth, Northumbria for four years. Jackie entered the competition late last year simply because she wanted the double mirror compact offered free to all entrants. Even when she heard the news of her win she was more than satisfied with the attaché case full of Babe products but was speechless when she learned she had also won £1,000 to spend on a fashion wardrobe during a weekend for two in London.

"I'm helping to improve the appearance and confidence of people"

The competition required her to recommend the ideal make-up selection from the Babe collection for a pictured model, and to complete a tie breaker sentence. Her winning line was: "I like to sell Babe cosmetics because I know I'm helping to improve the appearance and confidence of people buying them". The same sense of colour and design which Jackie displayed with her winning fashion face was reflected in her fashion purchases. She came down to London with her mother on April 6 and after a great deal of thought and many trips to some of the grander changing rooms in Knightsbridge and Kensington she decided on a two-piece tweed suit and a three-piece cotton suit, matching shoes and sandals and a pair of diamond stud earrings.

C&D's beauty editor met Jackie and her mother for lunch and learned how



much she enjoyed working for Mr Sim, whom Jackie described as a "great boss". Similarly Mr and Mrs Sim were proud of Jackie and described her as a "clever and capable girl" who is able to counsel customers wisely as well as sell products. He sells a wide range of cosmetic lines and has seven full time staff, two part-timers and two Saturday girls in a store described as "not large but busy". Jackie says that her ambition is to be a consultant. She also hopes to go to Canada next year and has put aside some of her prize money for this. Her mother is all for Jackie "flying the coop and seeing something of the world". Jackie could hardly have chosen a more suitable companion for her trip—even if boyfriend Raymond was disappointed.

"It has been a weekend we will never forget"

Mrs Pickard is a down to earth lady with an impish sense of humour who has been trying to persuade Jackie to do the pools every week since her win. Jackie admitted that she usually filled in competition entry forms and then forgot to post them so Mrs Pickard is now following her round the house and popping them in the letter box!

Jackie and her mother also went to see Chorus Line and Jesus Christ Superstar while they were in London and were right royally entertained by Fabergé; "It has been a weekend we will never forget".

C&D hopes this story will encourage other bright pharmacy assistants to learn enough about the products they sell to enable them to enter and win competitions of this kind.



EQUIPMENT

System to eliminate false alarms

A new system to eliminate annoying false alarms in burglar and fire alarm systems, has been launched by Gwinever Ltd. Designed to the new British Standard (BS4737 part II) which takes effect in June 1978, and conforming with BS3116 for fire alarms, the programmable alarm interface system (PAIS) not only permits an existing system to be brought up to the new standard, but transforms the system into a versatile aid to security with features previously only available in the most expensive installations. It is said to eliminate false alarms caused by faults, incorrect setting or even spurious signals from sensors in the system and can be fitted into all existing security systems.

The memory can be programmed to specify what combination of signals from the various sensors and the minimum duration of the signals will activate the alarm. This ensures that an alarm activated by vibration from a heavy lorry, thunderstorm or even spikes in the electricity supply can be programmed out, but a broken window or forced door programmed in. A tamper-proof remote control module allows control from outside the secure area. The memory can be programmed to sound either a local alarm or a full alarm to the police. In the case of a fire alarm system, the Gwinever PAIS can sample smoke and heat detector sensors and only sound an alarm, or initiate a sprinkler system, after it has confirmed that smoke or temperature is increasing in a given area. *Gwinever Ltd, Corsham, Wilts.*

Contract packaging

Carton, blister and skin-packaging on any scale is offered by KX Contract Packaging. Facilities include 25,000 sq ft of warehouse space and two blister packing conveyor lines and a cartoning machine with a capacity of 29,000 units per shift. KX also welcomes inquiries for short-run or complex packaging. *KX Contract Packaging, Riverside Tramway Industrial Estate, Banbury, Oxon, OX16 8TE.*

Metric bottles

Johnsen & Jorgensen Ltd, are now offering a range of amber metric medical bottles in 100, 200 and 300 ml sizes. The company is investigating extending the range to include the same sizes with a Jaycap neck finish. *Johnsen & Jorgensen Ltd, Charlton, London*

Cahn microbalances

The complete range of Cahn series-20 automatic microbalances is now available in the UK from Oertling Ltd. All are fully automatic. *Oertling Ltd, Cray Valley Works, Orpington, Kent.*

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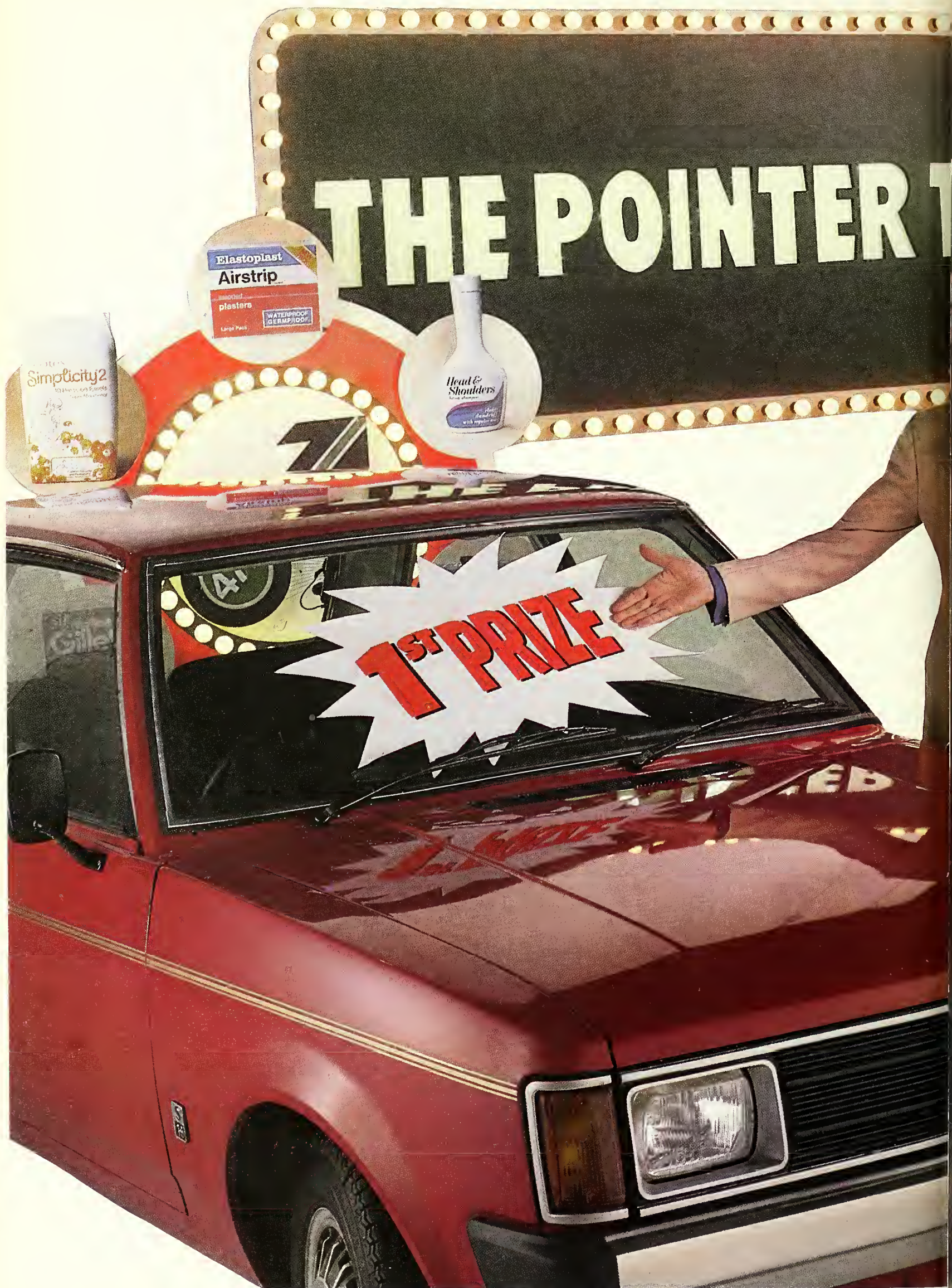
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Part-time employees and their rights

By Paul Hilden *

With so many changes in the law having taken place over recent years, there is some confusion about the position of employees on a part-time basis. How do they stand for redundancy payments, unfair dismissal compensation, maternity leave and so on?

The difficulty is that a person whom a business or industry might consider as a part-time worker becomes a full-time worker in certain circumstances so far as the law is concerned. For most aspects of employment legislation, a person who works for 16 hours a week or more is considered to be "full-time". In the case of a person who has worked for an employer for 8 hours a week or more for five years, that employee, too, is regarded as "full-time".

All these employees, provided that they have put in the necessary qualifying period of service, can claim compensation if they are dismissed on grounds of redundancy or if they are dismissed unfairly. They can, if they are women employees, take advantage of the paid maternity leave regulations and also exercise their right to return to your employment after having a child. Casual workers who work for less than the above limits do not have these rights.

Salaries and wages

As a result of action both by Parliament and the Department of Employment it is worth noting one or two points about the payment of wages and salaries that effect all businesses. First there is the question of pay policy. Many firms believe that the pay limits imposed by the government have the force of law. Of course, this is not the case at the present time and an employer can pay his employees as much as he wishes or as much as his business can stand. However, the government can indirectly bring the law to bear on many firms to try to ensure that its pronouncements on pay are being followed.

Those who come under the price control regulations can have applications for price increases refused on grounds of wage costs exceeding the government "norm". Then recently, stiff clauses are being introduced into the contracts of firms who do business with government or public bodies to ensure that pay policies are being adhered to. Finally, where the government has a discretionary right to give financial assistance to businesses—either small or large—it can withhold that assistance if it is not satis-

*Pen name of barrister

fied with increases that have been given by that business to its employees.

On a quite separate point, legislation is now in existence to ensure that when employees are given their salaries or wages they receive a statement from the employer setting out their gross pay, full details of any deductions made and a statement as to their net pay after those deductions. Compensation can be claimed by the employee if these details are not given to him or if insufficient information is contained on the statement.

Criminal injuries

With the rapid growth of crime—especially those crimes in which violence is used—more and more individuals in business are becoming victim to criminal attacks. Injuries can often be quite serious and it is therefore worth drawing attention to the national Criminal Injuries Compensation Scheme which provides monetary compensation for those who have been hurt in the course of a crime. This compensation can be paid whether or not the criminal is caught.

There are, of course, certain conditions. You must first have reported the crime to the police at the earliest opportunity. Then you must make application in a prescribed way. Forms can be obtained from police stations or the Criminal Injuries Compensation Board, Russell Square House, London WC1.

The compensation will be broadly what you would have received had the injury been caused by someone else's negligence in an accident. That is to say, the money awarded—which will nearly always be in the form of a lump sum—will take into account your loss of earnings, the loss of expectation of life together with an element for loss of enjoyment of life and the pain and suffering which arose as a result of the injuries. Incidentally, if the injuries are of a minor character (where the compensation would be under £50), then no claim will be entertained.

In the first instance, a member of the board will deal with the application and make an award of compensation. If you are dissatisfied with his or her decision you can appeal to three members of the board at a private hearing where you can be represented if you so desire. Injuries received as a result of crimes under the Road Traffic Acts are excluded and, of course—anyone engaged in a crime with others and who is injured cannot benefit from his own wrongdoing.

Employer insurance

Although the prudent employer has always taken out insurance to cover himself against claims both from the public and employees, one form of insurance is compulsory.

This concerns cover for claims against the employer by the employee who has a legal claim against the employer for injuries received due to the employer's negligence.

The insurance has to be taken out to cover all employees except close relatives (although with little addition to a premium these can be given cover as a matter of commonsense).

What you are insuring against are legitimate claims that may be made against you where you, a manager or indeed an employee, has through negligence caused injury to another employee. This means if an employee injures himself through his own misconduct or is off on some private venture of his own, the insurance will not cover this situation.

What is perhaps not widely realised, is that when this insurance is taken out, you have to display a certificate to this effect on your business premises where it can be seen by employees.

Not only are there fines liable to be paid for not taking out the insurance in question, you can also be fined for not displaying the certificate. Since an inspector could call at your premises at any time, make sure that your certificate is on display.

Incidentally, if an accident does occur to an employee it would be unwise for management to enter into talks with the employee about the accident or the question of compensation. The insurance company should be informed and you should be guided by the insurer.

Written reasons

Sheer neglect to deal with certain correspondence speedily can cost a business money. This is especially so in the case of a dismissed employee. He is entitled under the law—if he so requests it—to have the reasons for his dismissal set out in writing by his former employer.

Furthermore the employee is entitled to have these written reasons within 14 days of sending in a request to his employer. If the employer fails to respond within the time limit or if the reasons given are inadequate in all the circumstances of the case then compensation can be claimed by the employee if he takes a case for unfair dismissal to an industrial tribunal.

For the mere failure to give written reasons for dismissal, two weeks pay can be awarded to the employee by way of compensation whatever other compensation may be awarded. In the past, a benevolent employer tried to let a dismissed employee down lightly by giving anodyne reasons for dismissal. It looks, unfortunately, in the employer's own self-interests that this will no longer be possible.



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Support for pharmacy's negotiators

Chemist contractors have professional negotiators of the first calibre. So said Mr David Coleman, a member of PSNC, last weekend. Talking to LPC chairman and secretaries in his region (see also p798) he said that the kite being flown for a paid negotiator made him "see red". Alan Smith, the chief executive, had great ability as a negotiator and contractors could not do better; he was backed by accountant Mike Brining and secretary Steven Axon (and John Charlton until his retirement). "I don't mind criticism", said Mr Coleman, "I do mind ill-informed criticism".

Mr Coleman went on: "I am an amateur—you are amateurs—and that is the way it should be. On the PSNC are men (and now women) who are practical, practising pharmacists, who know the problems of pharmacy, and in the light of our knowledge, we are able to decide on the committee policy. Having decided it we have the professionals to carry out that policy".

Mr Coleman stressed the importance of contractors not expending their energies fighting each other. "We realise that pharmacists have a right to know and want to know how negotiations are proceeding—we as a committee, appreciate and need their support. Unfortunately, if we trumpet our success to our contractors, the DHSS can dig their heels in and refuse to accede to our next request; if, on the other hand, we play down our success and contractors hear only of our lack of success, then contractors rise up and call for the committee's resignation. But the DHSS are more ready to listen, if contractors can be seen to be concerned. What I am asking for is for the ability to work together to direct our attack at the DHSS and the Treasury".

On trade union recognition, Mr Coleman said he believed that what people are asking for is not trade union status but trade union power—"a rather different thing." Pharmacy's case had to stand by the less dramatic power of right. It seemed very unlikely, that the PSNC could have trade union status, because it is probably no longer an employees organisation—50 per cent of members were now "bodies corporate".

Lukewarm on out-of-hours

Later, the meeting showed that contractors are no nearer agreement on an out-of-hours service. After some heated discussion, those present were split 17 to 12 in favour of accepting a compulsory service—even in the event of it being properly remunerated by the Government. Voluntary schemes were generally criticised for leaving too few pharmacists to shoulder the burden.

Another call from the meeting was that a higher proportion of contractor

representatives should be directly elected, but that half the number should be elected at two-yearly intervals in order to assure continuity.

After Mr Coleman had brought the meeting up to date on negotiations with the Department of Health, a discussion on publicity and communications was introduced by talks by Mr Roger Braban (PSNC's public relations consultant) and Mr Ron Salmon (Editor of *C&D*). Mr Braban said that response to the current petition on the right to arbitration would show whether the publicity campaigns had been effective. Public relations was concerned with making sure that PSNC's voice was heard and the major "public" was central

government—with the pressure coming via the media. But the bedrock of the campaign was Parliamentary liaison, and Mr Braban paid special tribute to the work carried out by Miss Maureen Tomison, the Pharmaceutical Society's former head of publicity. He reminded the meeting that in winning support for the profession's cause "things don't happen by chance". During the discussion, a number of speakers called for more information to help with local Press, and this was promised.

Safety bill amended

The Government is accepting an amendment to the Consumer Safety Bill to remove from the Bill "medicinal products as defined in Section 130 (1) of the Medicines Act 1968" (*C&D*, May 6, p698). Moving the amendment Mr Robin Hodgson, MP, said that existing restrictions and requirements for such products were entirely sufficient.

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LETTERS

More tributes to Miss Tomison

Exeter branch is very disappointed that Miss Tomison has chosen the ultimate option of resignation. We hope our Council did not actually encourage this resignation since it appears they accepted it readily and without question, and it is unfortunate that Council could not have found some way of reconciling this conflict early on (thereby aborting the need for Miss Tomison's resignation).

During her short spell of office, Miss Tomison has done more for the profession than we can yet realise: at last we are beginning to be put "on the map". Appreciation of her outstanding work is amply confirmed by the barrage of correspondence regarding her leaving.

We thank our president for her assurance that another equally outstanding head of publicity will be expeditiously appointed. A recurrence of the "Tomison trauma" must not be permitted.

Martin J. Gibson

Press officer, Exeter Branch PSGB

In connection with the recent resignation of Miss Maureen Tomison from the post of head of publicity of the PSGB, may I add my own tribute and thanks for her services.

During my chairmanship of PSNC I have been grateful for Miss Tomison's unfailing assistance and support in the field of Parliamentary liaison, which is her forte. I share completely Miss Tomison's conviction that an adequate and forcefully presented public and Parliamentary image is an essential precursor to significant professional progress, and indeed equally essential if retrogression is to be avoided.

Pharmacy has in the past been far too reticent in projecting its image. Inevitably those who have sought to correct this inadequacy have been the subject of some criticism from those who have yet to appreciate fully the changes in our political and social environment. This syndrome will continue for some time yet, and casualties are the inescapable cost of progress.

In some respects, Jim Bannerman was one such casualty. His outspoken approach to the problems and aspirations of the profession brought him under heavy fire from time to time. The loss to pharmacy of Miss Tomison is undoubtedly another. Let it not be thought, however, that they have battled in vain, indeed Jim battles on. The march of progress will not be halted and pharmacy is at last awakening to the necessity for adequate public relations. No longer are we the unnoticed and unrecognised professionals lost in the hurly burly of the High Street.

As a profession we owe a considerable debt to Miss Tomison, and to Mr Bannerman under whose presidency she launched our more positive image. The

primary health care potential of pharmacy is enormous and we must not hesitate to press our claim to our proper place in the field of prevention and health, and to adequate recognition and remuneration for all our efforts.

I wish Miss Tomison every success in her own political aspirations and in her new post. I suspect that we shall yet see her taking her own place in Parliament, and with her knowledge of pharmacy gained during her sadly brief sojourn at Lambeth, that can only be to our advantage. Just think, however, how much more useful it would have been had she been able to remain an officer of the PSGB at the same time!

R. G. Worby

London E17

Stock run-down

I am sorry that the managing director, Mr W. M. Cox of such an august firm as Herbert Ferrymen Ltd, should take Xrayser to task over a very sound and common practice amongst retail pharmacists—that is the running down of *surplus* stocks prior to stocktaking. He even admits that he cannot understand the reasons for this action. Far be it for a humble retail pharmacist to teach him other than to say: "Of course, you don't understand as you are not in retail".

Most retail pharmacies carry far too much stock. It is very nice to have six month's stock of that hairspray you are offering at a third off recommended retail price, but is it sensible? The one time of the year one has a genuine excuse to cut down stock is before stocktaking, and therefore stocktaking costs less, not to mention the fact that one has more money in the bank to buy yet another six month's stock of toothpaste—direct from the manufacturers of course (not from the wholesalers!)

Over the years I have heard many experts tell retail pharmacists what ought and ought not to be done. Do you remember: "Open up your shop, do away with window displays and counters"? Well counters are back and most open plan shops have stands in the windows again. So I shall continue to run down my surplus stocks from Christmas to February 28, pay less for my stocktaking, and have a slightly healthier bank balance for my seasonal spring/summer stock.

A. J. Cutner

London N10

Closures

I was astonished to read (p738) that the rate of closures has shown a "rapid reduction", according to Mr Moyle. The position here in Hull is that two are closing in a period of six weeks, with a further closure later in the summer. This represents a considerable acceleration of the closure rate hitherto, and we wonder how many more are to be forced out of business before the Government allows arbitration.

D. H. Newton

Secretary, Humberside LPC

Retreat from STV

I am extremely concerned at rumours emanating from high places that the "referendum" on STV seems to be going against the new system. Those who have sent in their papers have, I hope, reflected on the position in the recent PSNC elections, where the vast majority of those who voted, and the percentage was not published, obviously wanted a change, but were prevented from having that change because of first past the post. Only in one region did the sitting member achieve 50 per cent of the votes cast, and one was elected with a mere 28 per cent of the poll—not enough to even get him second place in one region. Electors should ponder the thought that this means that only by careful organising and canvassing can new members be elected to PSNC, except when someone in power decides to retire.

Incidentally, the case of Mr Priest proves the point. Having been defeated in "first-past-the-post" he discovered that he was, apparently, the second choice of all Mr Wise's supporters and 72 of Mr Blum's and accepted an NPA nomination!

Miall E. James

Thundersley, Essex

C&D reported (March 11, p 337) that the poll in the six regions ranged between 34 and 46 per cent—Editor.

New technicians course in Scotland

A new course for pharmacy technicians is to be offered in Scotland from September. The Certificate in Pharmaceutical Sciences, recently approved by the Scottish Technical Education Council replaces the present SANCAD and City and Guild courses (though students on existing courses will continue). The new certificate will have the same validity.

The course is designed for dispensing technicians in both hospital and general practice pharmacies. It stresses the importance of practical skills and physiology, life and physical sciences and pharmacology are the basis on which knowledge of pharmaceuticals is established.

Entry requirement for the two-year day release course is A, B or C in three Scottish Certificate of Education "O" grades one of which is in chemistry or acceptable alternative qualification or experience. Students without the entry qualification will be required to study chemistry, physics and biology.

Course details are: *Edinburgh* commence August 30 (enrolment August 15-17). Details from Mr W. S. Guillam, department of science and applied mathematics, Telford College of Further Education, Crewe Toll, Edinburgh 4. *Glasgow* commence August 21 (enrolment August 14). Details from Mr J. Paton, department of biological sciences, Stow College of Engineering, 43 Shamrock Street, Glasgow G4 9LD. *Aberdeen* if demand is sufficient. Details from the principal, Aberdeen Technical College, Gallogate, Aberdeen AB9 1DW.

NPA concern over health centre inquiry report

The National Pharmaceutical Association Board of Management decided at its April meeting to ask pharmacists in the Shipley area about the effect of a health centre on the local pharmaceutical service.

The general purposes committee had discussed an article in the *Bradford Telegraph and Argus* referring to an appeal against the refusal of Bradford Council to grant planning permission to pharmacist Mr John Buchanan for converting a house near the health centre into a dispensary. The article reported Dr T. G. Booth, director of the pharmacy practice research unit, Bradford University, as giving evidence that none of the three pharmacies in Shipley town centre were likely to close if planning permission were granted and even if one did the others would remain to provide the same service.

Dr Booth was quoted as saying that restricting services in a free enterprise situation could only be justified if there might be an overall reduction of services to the community. "The nearer the pharmacy is to the health centre not only will it be more convenient for many patients but it will be essential for such as the elderly, arthritic patients and mothers with young children. Whatever the present service, it will be improved if the appeal is upheld. While one would have sympathy with any of the existing pharmacies whose viability was threatened it is nevertheless a normal part of business risk."

Board members expressed strong disagreement with, and surprise at, Dr Booth's comments and it was decided to write to him outlining NPA policy on pharmacies in health centre areas and asking him to elaborate on his statements. The appeal was subsequently turned down on planning grounds.

Sunday trading

On Sunday trading, the Board decided that the National Chamber of Trade could be recommended "with reluctance" to become a co-sponsor of the Bill to liberalise Sunday trading because some legislation was inevitable and it would be preferable for the NCT to be involved in influencing such legislation.

It was agreed that, because of the possibility of pentazocine being abused, the NPA would not press its request to have the preparation removed from prescription-only control.

Strong representations would be made to ICI about the discontinuance of the "chemist only" policy for Savlon cream and liquid, expressing deep regret and reminding ICI that sales of Savlon products had been built up almost entirely by the efforts of pharmacists despite poor advertising support and the almost total lack, in recent years, of an effective sales force.

The training subcommittee confirmed its intention to hold a series of one-day seminars on security and loss control. The first would be in London on October 11 and others in the Midlands and Scotland were being planned.

In early September the NPA would be able to provide places on a series of six ostomy care courses at approximately fortnightly intervals.

It was agreed that the EEC Commission would continue to be urged not to introduce the Directive on the mutual recognition of diplomas before some form of geographical distribution or licensing of pharmacies in the UK, Ireland and West Germany had been achieved, so as to avoid any possible large scale migration of pharmacists into these countries from states where the number of pharmacies was strictly controlled.

The training subcommittee, after discussing a report about the facilities provided by some area pharmaceutical officers for informing students about hospital pre-registration places and arranging the relevant interviews, decided, with the Board concurring, that Area Pharmaceutical Committees be informed of the NPA's view that these facilities should be extended to retail pharmacies in those areas where places were available.

The Business Services Committee approved the rejection of a scheme—put to the NPA by a fund-raising organiser

acting on behalf of the British Olympic Association—which would have involved NPA members in redeeming "mystery vouchers" for discounts to the public. The organisers would be told that pharmacists were against discount schemes in principle, could not advertise themselves as "chemists" on the vouchers and could not in any case offer reductions on many of the items they stocked because of RPM; moreover, it was a psychologically bad time to expect pharmacists to contemplate any further erosion of their margins which were already severely under pressure.

The Board decided to pursue through the National Chamber of Trade, which was represented on the Post Office Users' Council, complaints from members about a discount film service being featured in an advertising pamphlet enclosed with recent telephone bills.

J. Collis Browne's

J. T. Davenport Ltd have clarified the position of J. Collis Browne's mixture, which is currently exempt from prescription only requirements under the Medicines (Prescription Only) Amendment Order 1978 (SI 1978 No 189). Under proposals issued by the Department of Health for amending the Medicines (Prescription Only) Order 1977 (SI 1977 No 2127), the maximum dose of medicinal opium liquid in medicines excluded from prescription only requirements is to be raised from 840 mcg to 3 mg. If this proposal is accepted, therefore, J. Collis Browne's mixture will remain a pharmacy-only medicine after SI 1978 No 189 expires on August 10.

Scottish and Welsh elections

Fourteen candidates are presenting themselves for election to the Pharmaceutical Society's Scottish Department Executive and nine for the Welsh Executive. In Scotland there are six vacancies to be filled and only one of the retiring members—Mr C. R. Blythe of Douglas, is not standing again. In Wales there are four vacancies and all retiring members are standing again (all retiring members are signified*).

Scottish

George Washington Allan, Edinburgh, 1949, proprietor
Robert Arthur Brodie, Edinburgh, 1950, employee in general practice
Ian McDougall Williams Caldwell*, Glasgow, 1960, proprietor
Mary Dawson*, Airdrie, 1943, reader, department of pharmaceuticals, Strathclyde University
George Downie, Aberdeen, 1967, district pharmaceutical officer
Brian Eggleston, Cowdenbeath, 1956, proprietor
Kenneth John Gray*, Dunblane, 1970, proprietor
John Irvine, Largs, 1959, manager in general practice

Betty Carnegie Montgomery*, Old Kilpatrick, 1960, district pharmaceutical officer

John Rutherford, Kirkcaldy, 1955, proprietor

Janet Irene Sims, Alexandria, 1974, staff pharmacist

John Cameron Somerville, Strathaven, 1941, proprietor

David Caird Cornfoot Wallace*, Dundee, 1938, proprietor

William Raffan Yuill, Galashiels, 1967, chief administrative pharmaceutical officer

Welsh

Alan M. Crabbe, Cardiff, 1963, proprietor

J. Hetherington Fogg*, North Wales, 1936, former area pharmaceutical officer

Albert Howells, Dyfed, 1927, proprietor

Roy Jones*, Mid Glamorgan, 1957, proprietor

David E. Leitch, Brecon, 1954, area pharmaceutical officer

D. Hopkin Maddock, Cardiff, 1956, superintendent and director of general practice multiple

Henry J. Metcalfe*, Newport, 1933, proprietor

William J. Ridgway*, Wrexham, 1965, employee in general practice

Linda J. Stone, Cardiff, 1973, manager in general practice

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Well your customers certainly do. We know. Because since the consumer advertising has broken they've written and told us.

So why do you need it? Possibly, because it's a totally unique, multi-vitamin health drink that contains all the vital vitamins every body needs, in a sparkling, effervescent, natural orange-flavoured drink.

Possibly, because it's the simple answer to daily vitamin intake all year round (45% of vitamin sales

are outside winter months). Also possibly, because it's selling out in many places where it's stocked and displayed.

Redelan multi-vitamin health drink.
Who needs it?

Recommended daily dose:
adults, 1 tablet; children
between 5 and 12 years of age,
½ tablet.
(A chemist-only product)



Redelan
ALL THE VITAL VITAMINS
EVERY BODY NEEDS.

Roche Products Limited, PO Box 2LE, 15 Manchester Square, London W1A 2LE. J558014/578. Redelan is a trade mark.

Pharmaceutical Society of Great Britain

Council campaigns for chloroform rights

The Pharmaceutical Society Council believes pharmacists should be permitted to continue to counter prescribe preparations containing chloroform. Council considered a draft order under Section 62 of the Medicines Act at this month's meeting. The draft would prohibit the use of chloroform in medicinal products for internal use subject to certain exceptions.

The Society had first been consulted by the Department of Health about the proposed Order in June 1977, when a total ban on chloroform for human use had been proposed. A joint working party of interested bodies had been formed and it argued that the evidence available did not justify the imposition of a ban and that further studies were needed to elucidate the problem. The Committee on Safety of Medicines had accepted that further studies were necessary but had not accepted the working party's argument.

The Law and Science Committees and the general practice subcommittee considered the draft and noted that it allowed chloroform to be used in preparations solely for external use, and included an exception for internal preparations by allowing up to 0.4 per cent w/w of chloroform to be present "solely as a preservative". It also allowed the supply, on prescription, of products containing chloroform from pharmacies, and allowed pharmacists to obtain and supply chloroform for a hospital or a doctor for anaesthesia. The Committees noted there would be only 12 months allowed from the date on which the Order was laid before Parliament, for retailers to clear products not complying with the Order. The general practice subcommittee recommended, and Council agreed, that there should be an exception allowing pharmacists to counter prescribe preparations containing chloroform. They should also be enabled to hold stocks of such products.

No stock mixtures

The subcommittee also noted that the exception allowing sale or supply of prescribed products containing chloroform from pharmacies stipulated that the products must be "specially prepared in accordance with the prescription given by a doctor, for a particular patient of his". That stipulation would prevent pharmacists from keeping stock mixtures of such products as kaolin and morphine mixture, and they would have to prepare each supply for a prescription individually. The Practice Committee recommended, therefore, and Council agreed, that it was desirable for the word

"specially" to be removed from that exception.

The Science Committee made three observations which, it recommended, should be pointed out to the Department. They were: (1) the proportion of chloroform for use as a preservative should be expressed as volume in volume (0.4 per cent v/v, not w/w). (2) Because chloroform in an effective preservative concentration must contribute to the flavour of a preparation and also exert a slight carminative action, it was not possible to have it present "solely as a preservative", and therefore, the word "solely" should be deleted. Many preparations, including official ones, had been formulated many years ago before the need for adequate preservation was recognised, and alternative preservatives that have been sufficiently well tested were not available for many such products. (3) It was impossible to ensure that an external preparation would be used "solely . . . by being applied to the external surface of the body", and the word "solely" in that case should be replaced by the word "intended".

In many nostrums

It was also pointed out at the Science Committee meeting that chloroform and morphine tincture was included in many pharmacists' "nostrums" in concentrations higher than the proposed permitted maximum concentration of chloroform as a preservative. Such products would no longer be able to be sold "over the counter" unless the tincture, which was present for a therapeutic purpose, were removed; that situation applied to many pharmacists' "own brand" cough mixtures. With the omission of the chloroform many products would be unmarketable because of fermentation, unless another effective preservative were included. Unfortunately, no one was in a position to advise on a suitable alternative preservative for most of those products.

Council reaffirmed its decision to withdraw the Conference ticket subsidy to branch representatives attending the British Pharmaceutical Conference (C&D, March 11, p362). The Organisation Committee was told that letters of complaint about the reduction had been received from branches and local committees mainly referring to the likelihood of a significant reduction of general practice pharmacists at Conferences.

The introduction of the proposed triple prescription scheme under the National Health Service and a campaign to promote the use of a box in which a prescriber could indicate the number of days'

treatment would have a greater effect on reducing the national drug bill than would the provision of information on prescribing practice and drug usage by the Prescription Pricing Authority. The Practice Committee recommended, and the Council agreed, that that point should be made to the Department of Health.

The Health Education Council has told the Society that it could not consider increasing the representation of pharmacists on the HEC at present, it was reported to the Practice Committee. A small working party of suitably qualified people is to be set up to deal with any future work carried out on a new Pharmacy Bill.

More Part III comments

The Society had received proposals, made by the Department of Health and Ministry of Agriculture, for amending the Statutory Instruments implementing Part III of the Medicines Act, 1968, it was reported to the Law Committee. On the recommendation of the Committee, the Society is making the following comments on the proposals.

□ Council objects to the proposal to exclude veterinary drugs from the exemption provided in Part II of Schedule 1 of the Prescription Only Order.

□ Council considers it undesirable that a commercial feedingstuff manufacturer should be able to build up a stock of feedingstuff additives in advance of the receipt of prescriptions.

□ The proposal that commercial feedingstuff manufacturers should be allowed to sell to similar manufacturers feedingstuff additives included in the schedules to the veterinary drugs exemption order, appears to Council to be illogical.

□ Council objects to the continued inclusion of sodium fluoride in the Prescription Only Medicines List.

□ Pethidine has been omitted from the list of substances which can be administered by a midwife, in schedule 4 to the Prescription Only Order.

□ There should be a definition of bulk prescription.

□ Council welcomes the decision to provide an exemption for a State Registered Nurse to administer certain Prescription Only Medicines and to supply all pharmacy medicines.

A complaint is to be made to the director-general of the BBC concerning a statement wrongly attributed to the Society. During the publicity surrounding the opening of the "Better health" campaign organised by the Department of Health, British Medical Association and Health Education Council, a statement that overprescribing was exaggerated had been attributed to the Society. However, there was no record of the Society making such a comment, and the BBC has been unable to say who made it. The Secretary of State is to be informed that the Society is complaining to the BBC and is to be told that the Society approved of the campaign messages despite the fact that it had not

Concluded on p830

20 May 1978

SURPRISINGLY ENOUGH, PEOPLE NEED VITAMINS ALL YEAR ROUND



'Highs' and 'lows' don't follow the seasons. And neither does anybody else (45% of vitamin sales are outside winter months). And people who need vitamins are much more likely to buy them if they are in a refreshing orange drink.

So when it comes to Vitamin A, Vitamin B₁, Vitamin B₂, Vitamin B₆, Niacinamide, Calcium

Pantothenate, Vitamin B₁₂, Vitamin C, Vitamin D₂ and Vitamin E come over to Redelan.

Ten in to one does go. Just ask your customers.

Recommended daily dose:
adults, 1 tablet; children
between 5 and 12 years of age,
½ tablet.

(Available only through registered pharmacies)



Redelan

ALL THE VITAL VITAMINS
EVERY BODY NEEDS.

It doesn't pay to

With Quickies, you've got all every girl needs.

The quick and easy range of cleansers and make-up removers. For her face, her eyes and her nails.

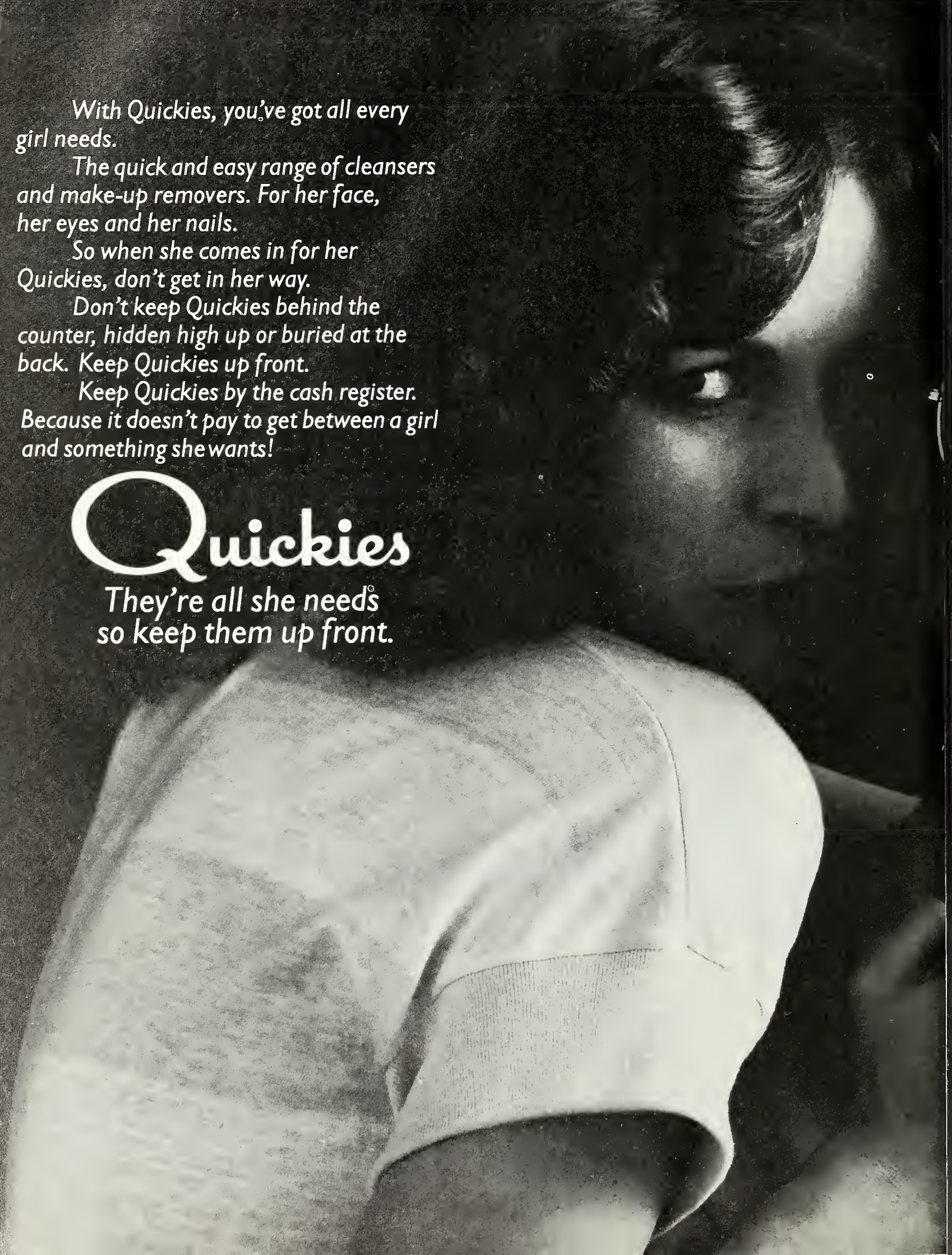
So when she comes in for her Quickies, don't get in her way.

Don't keep Quickies behind the counter, hidden high up or buried at the back. Keep Quickies up front.

Keep Quickies by the cash register. Because it doesn't pay to get between a girl and something she wants!

Quickies

They're all she needs
so keep them up front.



get in the way.



Quickies makeup remover and skin cleanser pads are manufactured by Associated Products and distributed by Fassett & Johnson.

A ruling on 'hours'

been consulted. As soon as the Society had been made aware of the wording of the leaflets, objections had been raised to some of the wording and to the style of the cartoon characterisation.

A superintendent pharmacist who had sent a circular to local doctors stating his company's hours of service over the Christmas and New Year period had been told by the office that the circular appeared to constitute canvassing within the meaning of paragraph 11 of the Statement upon Matters of Professional Conduct because the hours were the normal Christmas hours for the area.

Pharmacy hours of business may be printed on dispensing labels, and dispensing and counter bags, providing the format was satisfactory, Council agreed. The Ethics Committee was told that the office had received requests recently from pharmacists who had wished to put hours of business on their dispensing labels. On each occasion it had appeared that the hours of business were unusual.

Ethical and legal difficulties involved in the provision of information to patients is to be drawn to the attention

of members of the working party being set up to discuss the subject. (*C&D*, April 15, p593). That was recommended by the Ethics Committee and agreed by the Council. Discussing the pharmacist's position if he disagreed with the prescribing of the practitioner, the Ethics Committee accepted that if a pharmacist intervened between the doctor and the patient, and the patient subsequently suffered damage, there could be legal action against the pharmacist. However, the Committee agreed that the Society should not discourage pharmacists from giving essential information to patients.

Sainsburys' advertisement upheld

The Advertising Standards Authority Ltd had advised the Society that, in its view, an advertisement for medicines used by Sainsburys complied with the requirements of the British code of advertising practice and did not require investigation under the terms of the code, it was reported to the Law Committee. The Committee had felt that the advertisement was misleading as it could be read to imply that the medicines advertised were offered at a discount, when that was not so.

A new edition of the British Pharmaceutical Codex will be published early in 1979 and will bear a new title, "The Pharmaceutical Codex incorporating the British Pharmaceutical Codex".

The quality control, storage and distribution of all dressings in hospital pharmacies should be the responsibility

of a pharmacist. That is now the policy of the Society, as recommended by the Hospital Pharmacists Group Committee. Previously the policy had been that only dressings requiring a product licence should be distributed from the pharmacy. Regional pharmaceutical officers will be informed of the change in policy. The Committee will be considering the policy regarding medical and surgical sundries, including colostomy appliances, rubber/plastic tubes, etc.

The Royal College of Obstetricians and Gynaecologists is to be informed of the Society's interest in conducting research into the transference to human milk of drugs that might be expected to cause adverse reactions in suckling infants, and into developing suitable analytical methods for the determination of such drugs. The Royal College will be asked for advice on whom to contact for co-operation.

A branch of the Society is to be established in the Isle of Man following Council's agreement to support pharmacists on the island.

20 pharmacies lost

There was a net loss of 20 pharmacies from Pharmaceutical Society's Register of premises in April. In England 28 pharmacies closed down, three of which were in London; nine opened up, two of which were in London. In Scotland five closed down and five opened up; in Wales, one closed down.

We can help you



Last year, 226 chemist outlets in the UK ceased trading because they couldn't compete on equal terms with the big multiples, or with other retailers in their area.

Official statistics indicate that this trend is increasing.

If it's a problem that bothers you, modernisation could help.

In every single chemist outlet we've modernised, their turnover has gone up by a minimum of 20% . . . 5% is enough to pay for the refit within 3 years!

The reason for our success?
Our totally professional approach.

We work out with you what you need — to achieve the minimum 20% target. We tackle your shrinkage problem. Work out how to maximise impulse purchase potential, analyse customer flow and so on.

Interested?

It'll cost you nothing to find out.

Just clip the coupon . . . and profit by our experience!

COMPANY NEWS

Irish Pharmaceuticals end 'difficult chapter'

The year 1977 concluded the most difficult chapter in the life of Irish Pharmaceuticals Ltd, according to the chairman, Mr T. F. Hassett, writing in the annual report. The move out of manufacturing and agency packing to distributorship has been completed and, while this has led to further losses, it has established a firm base for future policy.

The loss for the year was £36,528 compared with £57,884 in 1976, the improvement taking place in the second half of the year. Sales fell to £824,623 from £911,928 due to loss of agency packaging trade on cessation of manufacturing, rationalisation of the lines stocked and stock shortages due to lower level of stock.

Bayer 2pc sales rise

In the first quarter of the year sales of Bayer AG, Leverkusen, rose by 0.1 per cent compared with the same period last year. Growth rates in the pharmaceuticals and agricultural chemicals divisions were satisfactory, particularly on foreign markets, but sales of the other divisions declined. The chairman, Pro-

fessor Herbert Gruenewald, says: "For 1978 we should expect an increase in sales of no more than 2 per cent, and at best 3 per cent.

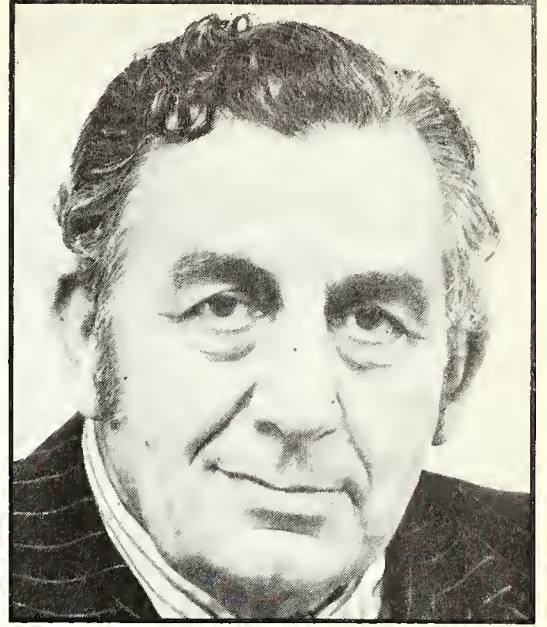
For Bayer World, sales in the first quarter were up 4.4 per cent, including for the first time the new subsidiary Miles Laboratories Inc. Without the Miles figure, however, sales would have been 0.5 per cent down. In general, sales for Bayer subsidiaries and affiliates were good, particularly in the USA, but after translation into Deutschmarks the increase was largely absorbed by the continuing decline in exchange rates.

Briefly

J. E. Stirling Ltd have sold their premises at 4 Courtenay Street, Newton Abbot, which has been a pharmacy for a century, to the department store R. C. Austin Ltd who have premises next door.

APPOINTMENTS

Arthur H. Cox & Co Ltd have made a number of management changes, effective from May 1, and the management team is now as follows: executive chairman Mr Nicholas Cox, managing director Mr David Green, marketing director Mr P. A. Cush, technical director Mr Eric Corker, FRIC, FPS, assistant technical director Dr M. Leatham, marketing manager Mr C. Fearon, sales manager Mr D. Carthew, operations manager Mr D. Meikle.



Dr J. M. Mungavin

Association of the British Pharmaceutical Industry: Dr John Michael Mungavin has been appointed medical director with effect from June 14. He is currently medical director responsible for clinical research with the Sterling-Winthrop group in Europe.

Menley & James Laboratories: Mr M. A. Jennings, UK sales manager, has been appointed general manager consumer products UK. Mr I. J. Roberts, export manager UK group, is now general manager consumer products export. Mr W. Fraser, UK marketing manager, has been appointed business development manager Europe, based in Brussels.

stay in business.



"We are currently running 40% above normal." Geoff Watman, Uxbridge Road, Middlesex.

Show me how I can achieve at least 20% increase in turnover.

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Company

Address

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for nappy rash

Our new Thovaline retail unit will replace the present 40g size, providing a more attractive and convenient unit to the customer.

The new Thovaline 50g unit is presented in convenient packs of one dozen. Make sure you specify the new 50g size when ordering from your Wholesaler.

Ilon Laboratories (Hamilton) Ltd.
Lorne Street, Hamilton, Scotland.

THE MARIE CURIE MEMORIAL FOUNDATION

wishes to thank all chemists and Securicor for their kind interest and support of the Nationwide Foreign and Pre-decimal Coin Appeal.

A further announcement will shortly be made regarding collection, in the meantime we are most grateful for your continued interest and goodwill.

ORALCER

CONTROLLED RELEASE
PELLETS

FOR

MOUTH ULCERS

Retail Price 35p Trade Price £2.60 per dozen
Available from your local wholesaler and from Vestric Ltd.
Vitabiotics Ltd. 1. Beresford Avenue, Wembley (Middx.)

D.I.Y. DRINKS MARKET LEAPS AHEAD...

Now's the time to move into HomeBrew

An estimated one in ten people in Britain are now committed Home Brew enthusiasts, making good quality wine or beer at home. So if your shelves don't carry Homebrew supplies, that's one in ten of your regular customers shopping elsewhere for items they need as regularly as coffee or tea.

Post the coupon for details of Homebrew products.

HB
HOMEBREWS

SOUTHAMPTON HOMEBREWS LTD
Brewmaker House, 12 Rochester St, Northam,
SOUTHAMPTON, Tel. 36044/5/6

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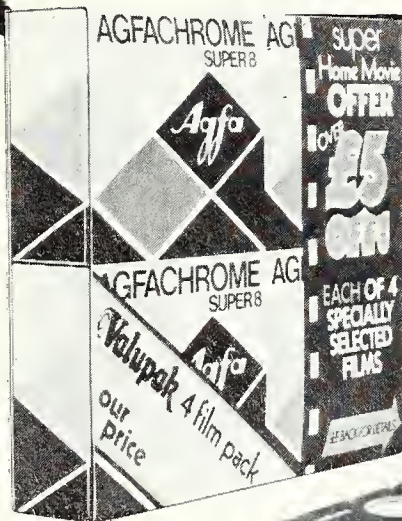
Address _____



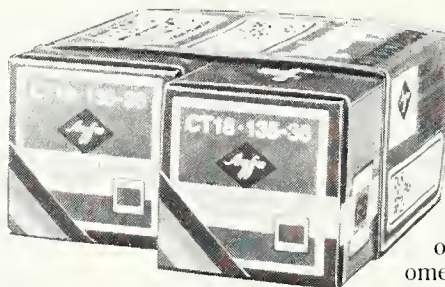
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Get ready for summer. Stock up with Agfa now.



Super 8 cinefilm comes in Valupaks of four films. So you can sell more film, more easily and at your own prices. And there's a great new promotion to attract your customers. With every Valupak they get the chance to save £5 on each of four home movies—The 1978 Cup Final, Trooping the Colour and a couple of cartoons!



CNS2

Sure to be a best-seller with the new low prices combined with Agfa's consistent quality colour prints.

Big value CT18 and CT21

in two-film Valupaks at your own special price. Your customers get the well-known benefits of natural colour, rapid processing and plastic frames plus an interesting special offer. Namely, £2 OFF Agfa's "Colour in Focus" Book—over 100 pages of expert advice from two leading photographers.

The popular Agfamatic 2008 and Autostar Pocket

The Agfamatic 2008 with Philips Top Flash has quickly established itself as one of the most popular in the range of Agfa pockets. And the Autostar Pocket, the least expensive in the range, offers real value-for-money in low price cameras.



For basic trade prices
contact your local Vestric branch.

Vestric

MARKET NEWS

No major changes

London, May 17: North American botanicals continue to ease in price particularly in the spot position during the week for reasons mentioned in last week's report. Lower are cascara, cherry bark, hydrastis, jalap, sarsaparilla, tonquin beans, and witchhazel leaves. On the other hand dandelion root, gentian, henbane and lemon peel—all from Europe—are dearer.

Shortages of certain spices remain unrelieved and are getting worse. Turmeric is being sought in all possible areas that normally only cater for themselves. Ginger is another eagerly sought after item with only Cochin able to offer forward. Nutmeg is difficult and several grades unavailable. Among aromatic seeds new-crop cumin from Iran is freely offered at well under Egyptian or Turkish, their crops being harvested later in the year. Cloves rose during the week by £750 ton while pepper eased slightly.

Mysore sandalwood oil provided the only feature of the essential oil sector with spot moving up £20 kg to £85 on the news that Mysore would not be shipping any more until September. The mint oils and menthol were unchanged.

Pharmaceutical chemicals

Aloin: 50-kg lots £18.05 kg.
Biotin: Crystals £7.01g; £5.01g in 100-g lots.
Clioquinol: NF XIV 500-kg lots £12.78.

Potassium nitrate: BP £0.92 kg for 50-kg drums.
Metol: Photo grade per kg, 50-kg lots £6.37.
Saccharin: BP in 250-kg lots £4.93 kg; Sodium £4.25.
Sorbitol: Powder £500 metric ton; syrup £250.
Talc: BPC sterilised £501 metric ton in 50-kg lots; £301 for 1,000 kg lots.

Crude drugs

Balsams: (kg) Canada firmer at £11 spot; £10.90 cif. **Copaiba:** £2.15 spot; no cif, Peru: £6.30 spot; £6.05, cif. **Tolu:** £4.85 spot.
Benzoin: Block £145 cwt spot, nominal.
Camphor: Natural powder £5.15 kg spot; and cif. Synthetic £1 spot and cif.
Cascara: £1,200 metric ton spot; no cif.
Cherry bark: spot £1,240 metric ton; nominal; no cif.
Chillies: New Guinea birdseye £2,200 metric ton spot.
Cinnamon: Seychelles bark £425, cif. Ceylon quills 4 o's £0.75½ lb; featherings £310 metric ton, cif.
Cloves: Madagascar-Zanzibar £4,400 metric ton, spot; £4,300, cif.
Dandelion: Spot £1,420 metric ton spot; £1,380, cif.
Gentian: Root £1,340 metric ton spot; £1,320, cif.
Ginger: Cochin new crop £1,070 metric ton, cif; old-crop £1,080 spot. Other sources not offering.
Henbane: Niger, £1,630 metric ton spot; £1,600, cif.
Hydrastis: spot £10.85 kg; forward £10.85, cif.
Ipecacuanha: (kg) Costa Rica £9.70 spot; £9.50, cif.
Jalap: Mexican basis 15% £1.45 kg spot; shipment £1.38, Brazilian £1.22, cif.
Lemon peel: Unextracted £1,080 metric ton spot; shipment £1,050, cif.
Nutmeg: (per metric ton) Grenada 80's unquoted; unassorted £1,465; defectives £1,150.
Pepper: (ton, cif) Sarawak black £1,180 spot; £1,190, cif; white £1,765 spot; £1,650, cif.
Sarsaparilla: Mexican £1.60 kg spot; £1.60, cif. Jamaican £1.93 spot; £1.90, cif.
Seeds: (metric ton) Anise: China star £975 spot; £760, cif. Caraway: £730-£760 as to source. Celery: Indian new crop £470. Coriander: Moroccan £310. Cumin: Egyptian £880; Turkish £880; Iranian £770. Dill: Moroccan £210; Indian £525. Fennel: Chinese £220. Fenugreek: Moroccan £185. Maw: £470.
Senega: Canadian £13.10 kg spot; £13.00, cif.
Tonquin beans: £2.40 kg spot; £2.30, cif.
Turmeric: (metric ton) Madras finger £1,250. Peruvian £800; Chinese £1,025.
Witchhazel leaves: Spot £3.25 kg; no cif.

Essential oils

Geranium: (cif) Bourbon £42.50 kg, Chinese £26.50.
Patchouli: Indonesian £11.50 kg spot; £10.70, cif.
Sandalwood: Mysore £85 kg spot; no shipment. Offers until September.

The prices given are those obtained by importers or manufacturers for bulk quantities and do not include value added tax. They represent the last quoted or accepted prices as we go to press.

COMING EVENTS

Tuesday, May 23

North Metropolitan Branch, Pharmaceutical Society, Presbyterian Annexe, School of Pharmacy, at 7.30 pm. Annual meeting and chairman's evening.
Plymouth Branch, National Pharmaceutical Association, Board Room, Greenbank Hospital, Plymouth, at 8 pm. Annual meeting.
Yorkshire Guild of Hospital Pharmacists with Harrogate Branch, Pharmaceutical Society, Postgraduate centre, Harrogate General Hospital, Knaresborough Road, at 8 pm. Professor V. Wright on "Pharmacological aspects of drug action in rheumatic patients" followed by buffet supper.

Ulster Chemists' Association, Lecture hall, 73 University Street, Belfast, at 7.45 pm. Miss Margo Crawford (Yardley Ltd) beauty talk and skin care demonstration.

Wednesday, May 24

West Metropolitan Branch, Pharmaceutical Society and National Pharmaceutical Association, Charing Cross Hospital, Fulham Palace Road, London W6, at 7 pm. Annual meeting followed by wine and cheese evening.

Thursday, May 25

Guild of Hospital Pharmacists/ASTMS, London Branch, Auditorium, Wellcome Building, 183 Euston Road, London NW1, at 7.30 pm. Dr R. Hunter (consultant psychiatrist, Friern Hospital) on "The changing face of psychiatry."
Pharmaceutical Society, Agricultural and Veterinary Pharmacists' Group, Society's headquarters, at 2pm. Joint meeting with industrial pharmacists' group. "Animal medicines and the industrial pharmacist."
Ulster Chemists' Association, visit to Co Armagh for the apple blossom. Coach leaves the UCA, University Street, Belfast, at 7pm.

Friday, May 26

Harrow & Hillingdon Branch, Pharmaceutical Society, Barbecue.

Advance information

Pharmaceutical Society, Agricultural and Veterinary Pharmacists' group, June 14, at Thirsk. Group meeting on "Crop Protection". Closing date for applications, May 31. October 5-6, Post House, York, MSD course on "Internal parasites". Applications to R. E. Marshall, Pharmaceutical Society, 1 Lambeth High Street, London SE1.

Classified Advertisements

Post to Classified Advertisements, Chemist & Druggist, 25 New Street Square, London EC4A 3JA.

Telephone 01-353 3212

Publication date Every Saturday

Headings All advertisements appear under appropriate headings.

Copy date 12 noon Tuesday prior to publication date.

Advertisements should be prepaid.

Circulation ABC January/December 1976: 14,510

Display/Semi Display £5.00 per single column centimetre, min 25mm. Column width 44mm.

Whole Page £350 (275mm×186mm)

Half Page £200 (135mm×186mm)

Quarter Page £110 (135mm×91mm)

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Strong retail connections especially department stores are essential. Vacant areas, Yorkshire, Humberside, Lancashire, Derbyshire, Nottinghamshire, Lincolnshire, Buckinghamshire, Bedfordshire.

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HERTFORDSHIRE ● OXFORDSHIRE
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APPOINTMENTS



R. GORDON DRUMMOND LTD.

merchandisers.

R. Gordon Drummond, the Retail Chemist chain with 150 branches Nationally, has commenced a major refurbishing and store opening programme.

We require personnel who have experience in handling chemist and allied goods to merchandise these products under the direction of a Retail Development Manager.

Full training and detailed direction will be provided by our recently formed central merchandising department.

All applicants will be required to travel and some may be required to stay away from home on a regular basis. Good salary and all expenses involved fully recoverable. Pension Scheme. Please apply giving full details of age, experience and present salary to, Mr. N. R. Hillier, Guinness Retail Holdings Limited, 40 West Street, Marlow Bucks. Telephone: Marlow 73111.

WANTED

PHARMACEUTICAL ANTIQUES. Drug runs, shop interiors, bottles, etc., urgently wanted. Kindly contact Robin Wheeler Antiques, Parklands, Park Road, Ashted, Surrey. Telephone: Ashted 72319.

WANTED URGENTLY. Old Mahogany chemist shop fittings. We remove and pay cash. John Derham Ltd., Earsham Hall, Earsham, Bungay, Suffolk NR35 2AN. Tel Bungay 3423.

WANTED. Quantities of Estee Lauder from £100-£5,000. Please telephone 0254 663532.

Telephone
01-353 3212
to advertise!

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DUE TO LIQUIDATION a small well established pharmacy is available for sale in Glasgow area. Offers are invited for the trading or stock. Further details apply: Downie, Wilson & Co. CA, 135 Buchanan Street, Glasgow, G1. Phone: 041-221 7236.

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Chemist and Druggist

Territory Managers Chemist Division

Wilkinson Sword, a subsidiary of the £multi-million company Wilkinson Match, require Territory Managers to maintain dominance in wholesale and retail outlets in the following key areas of the Chemist Division.

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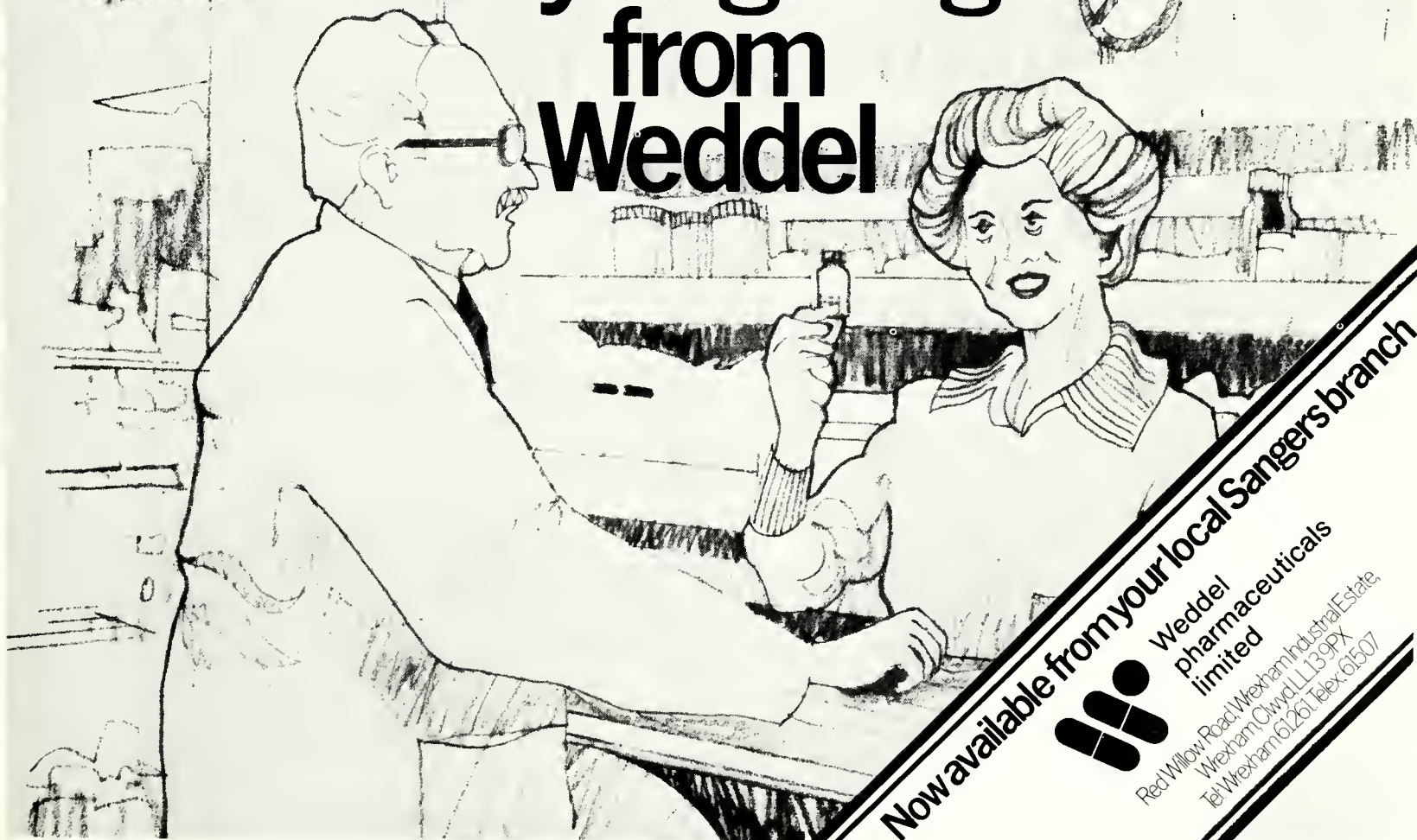
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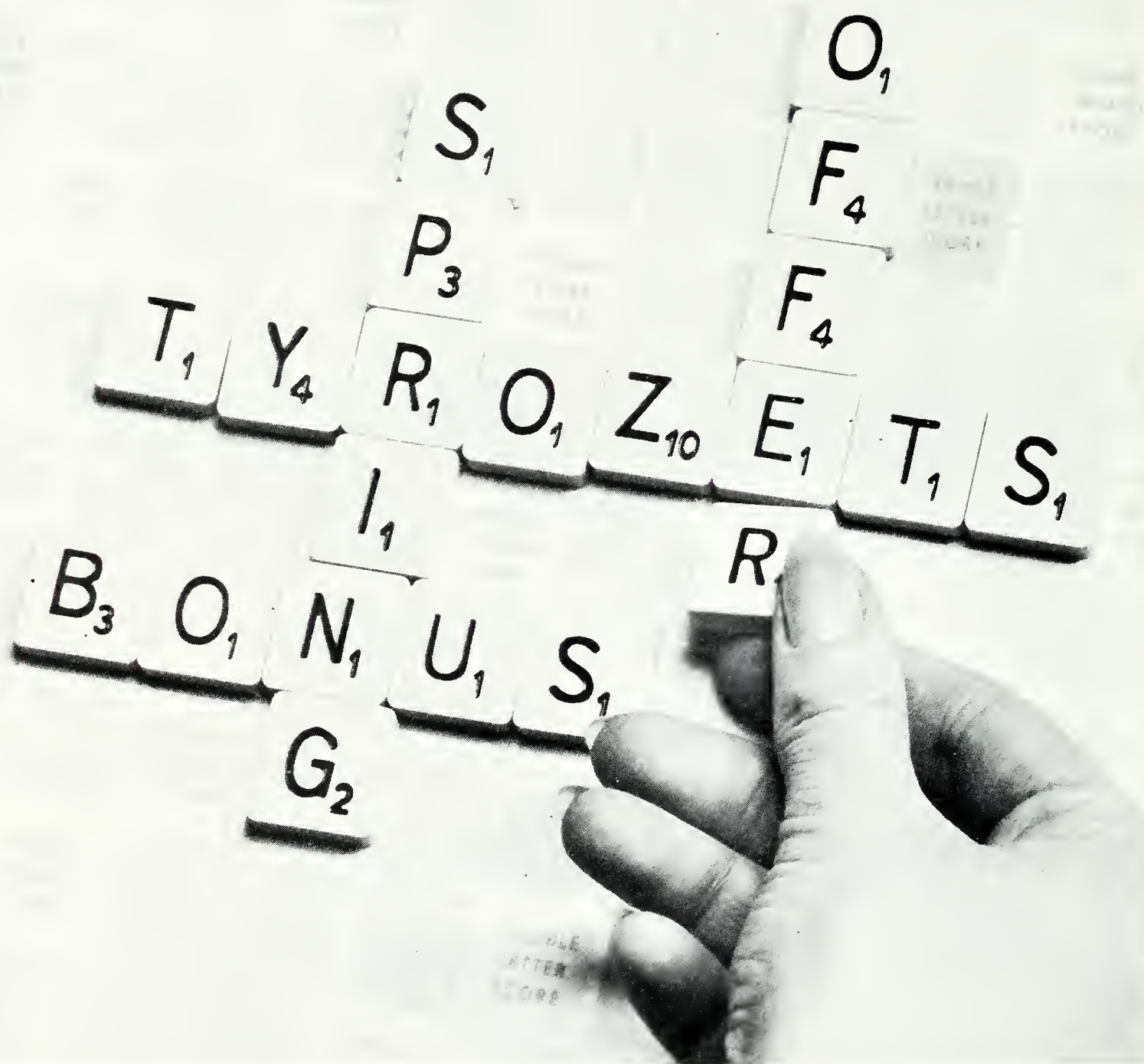


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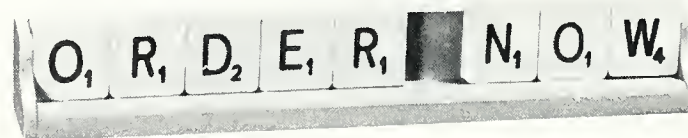


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